Sale Ends on August 31st 1925

July-August Sale

Sizes 36 to 58 Bust

Extra-Size Thread-Silk Hose

Ravel-Stop

New Shade of Blonde *(as Pictured)* also

GUN-METAL GRAY
PLATINUM GRAY
CORDOVAN BROWN
FRENCH NUDE
BLACK
WHITE
TAN BARK
NAVY BLUE

18 Y 49
$1.00

Thread-Silk Hose! Reduced from $1.49

18 Y 49—Extra-size Thread-Silk Hose! $1.00 a pair! Reduced from $1.49! Any hose to-day, in the light and popular colors, is a bargain at $1.00, and even more so in extra-sizes.

Ravel-stop double garter top, to prevent runs. Double heels, soles. Seam in back. Extra-wide, extra-long.

COLORS: A new shade of blonde, as pictured; gun-metal gray, platinum gray, cordovan brown, French nude (light flesh-tan), black, white, tan bark, or navy blue. SIZES: 9 to 10½. Pair, **$1.00**
Postage 1¢ extra.

With Real Pockets! He'll Adore It!

9 Y 485—For boys—a Two-Piece Flapper Suit of Imported English Broadcloth. White blouse; pants and collar of contrasting color checked broadcloth. Straight pants with loose flapper legs.

Pockets in the blouse, pockets in the pants—*real* pockets. And how a little boy loves pockets! And a separate belt, too, of striped webbing with a metal buckle, just like the big fellows wear.

COLORS: White with blue (as pictured), white with green, or white with leather-brown. SIZES: 2, 3, 4, 5, 6 and 7 years. Special July-August Sale Price..... **$1.98**
Postage 3¢ extra.

Silk Foulard Dress—A Hit of the Season!

3 Y 26—$8.95! Of All-Silk Foulard. In sizes to fit you, up to 58 bust. Now really, could you look for a greater bargain? You have everything in this Dress: smart style, perfect fit and summer comfort.

Cut on perfectly straight lines, full in every measure, it will give you that nice, straight, flat back all women desire. Very narrow tucks from the shoulder to the hem on each side of the front give a good line, while the neck finished with revers bound all around in contrasting color crepe de chine, is one of the newest details of the mode. All-silk crepe de chine makes the scarf-tie and edges the cuffs, vestee and pockets. The colors are lovely.

COLORS: Navy blue-and-white or black-and-white, each with self-color crepe de chine trimming; white-and-lavender, white-and-black or white-and-green, each with white crepe de chine trimming. SIZES: 36 to 58 bust. Length 53 inches. Basted hem. **$8.95**
Postage 12¢ extra.

IMPORTED ENGLISH BROADCLOTH
9 Y 485
$1.98

ALL-SILK FOULARD
3 Y 26
$8.95

Lane Bryant

38th Street at Fifth Avenue
NEW YORK

CHICAGO · DETROIT · BROOKLYN · ST. LOUIS

4 Y 89—$6.95. Yes, but this is not an ordinary $6.95 value. You may have seen a dress in a store for $6.95, but never have you found an extra-size Dress, of fast color Voile like this, made exquisite by all-over mercerized embroidery.

Notice the new neckline; no collar in back, with revers in front, bound all around with silk-and-cotton crepe. This same binding finishes the graceful sleeves, makes the sash which ties in back, and is applied in panel effect on the skirt. Fancy net and lace make vestee.

COLORS: Green, peach or orchid, each with white embroidery and trimming; also navy blue or black, each with self-color embroidery and trimming. SIZES: 36 to 58 bust. Entire length about 53 inches. Wide hem..... **$6.95**
Postage 10¢ extra.

4 Y 90—The Dress of Figured Silk-and-Cotton Canton Crepe has won the hearts of women everywhere. Because it looks so much like silk, but is so low in price and so well-wearing. Lightweight, cool and serviceable for real summer days.

Featuring the "kick pleat" effect below panel. Contrasting color all-silk crepe de chine makes the collar, the long vestee and the long narrow tie. The cuffs are edged with crepe de chine. Button-trimmed front. All-around sash belt.

COLORS: Navy blue or black, each with gray pattern and trimming; tan with navy blue pattern and trimming; medium gray with rose pattern and gray trimming. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide basted hem. Price..... **$8.95**
Postage 10¢ extra.

3 Y 27—Ensemble Effect Dress of Self-striped Fibre Silk, which women find so flattering and so serviceable.

When we combine fibre silk with printed all-silk crepe de chine the result is a smart expression of fashion's plea for printed silk, and a dress at a price that will appeal to everyone because it is so low. And $13.95 is low for so smart a costume.

And we haven't forgotten the pleated frill, so new, so stylish and so flattering to you. Edged with georgette crepe. The long, Tuxedo style revers are held by a strap of self material and mercerized braid frogs.

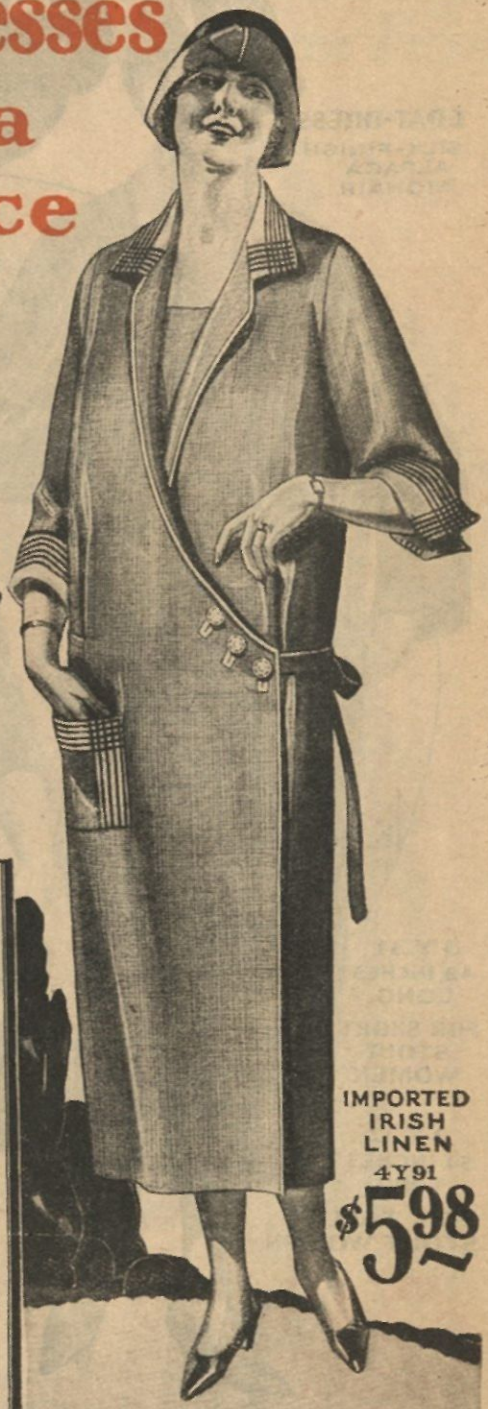
COLORS: Blonde (new shade of dark tan), black, navy blue or medium gray, each with printed silk (as pictured). SIZES: 36 to 58 bust measure. Length 53 inches; basted hem... **$13.95**
Postage 12¢ extra.

Sale of Summer Dresses
Every One at a Bargain Price

New Styles
Extra Sizes
36 to 58 Bust

Satisfaction Guaranteed!

ALL-SILK CANTON CREPE
3 Y 28
$15.98



IMPORTED IRISH LINEN
4 Y 91
$5.98

All-Silk Canton Crepe

3 Y 28—Now is just the time of the year to buy a Silk Dress. Prices are lower between seasons. Styles are advance fall models. That's why this Dress is such a good bargain. It's a new fall style, at a mid-season Sale price! Ideal for wear now, and you'll have it for next season, at a saving.

A youthful style of All-Silk Canton Crepe, on the straight lines stout women look so well in. Narrow tucks at shoulders falling into full-length pleats at each side, back and front, contribute to the straight, slender line your figure requires.

Contrasting color Canton crepe, trimmed with silk braid to match the dress, makes the collar, cuffs and vestee. The all-around belt has fancy medallions and buttons.

COLORS: Dark brown with tan, navy blue or black, each with gray, light gray with powder blue. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide hem. Our Sale Price..... **$15.98**
Postage 12¢ extra.

Imported Irish Linen

4 Y 91—Oh, the exquisite quality Imported Irish Linen that makes this Dress! The coat-style you all like! With the slenderizing long collar in surplice effect, and a narrow belt that extends from the sides and ties in back. You can't imagine what an effect it will have upon your figure! Why, you'll look pounds lighter!

White linen with rows of soutache braid to match the dress, makes the collar, the cuffs and trims the one patch pocket. There's a narrow white linen edging on the revers and the opening. Pearl buttons.

COLORS: Blue, lavender, gray or tan. SIZES: 36 to 58 bust measure. Length about 53 inches. Wide basted hem. Sale Price..... **$5.98**
Postage 8¢ extra.

You'll Always Be Glad You Sent for One of These

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Just What You've Been Wanting!

A Smart Printed Silk and the Popular Striped Mohair

COAT-DRESS
SILK-FINISH ALPACA MOHAIR

3 Y 31
49 INCHES LONG
FOR SHORT STOUT WOMEN

3 Y 32
54 INCHES LONG
FOR TALL STOUT WOMEN

$7.49 EACH

Now every stout woman, tall or short, can enjoy the pleasure and economy of this popular Dress of Silk-Finish Alpaca Mohair. A coat-dress, cut in two distinct proportions; one for the short stout woman, and another for the taller woman. And by the short woman we mean the one who measures less than five feet five inches in height.

So that on the short woman, all the details of this dress, the belt line, the hip line, the side-front fastening, all will come in the correct place on her figure. And on the tall woman, too, the proportions are made to fit properly.

Detachable white pique collar and vestee. Sash belt from sides ties in back. Horizontal inserts at sides.

COLORS: Black, navy blue or brown, each with white stripes. SIZES: 38 to 58 bust measure. Wide basted hem.

3 Y 31—For short stout women. 49 ins. long. Post. 12¢ extra. **$7.49**

3 Y 32—For tall stout women. 54 inches long... Post. 12¢ extra. **$7.49**

PRINTED ALL-SILK CREPE DE CHINE

A New Feature!

We Have Each of These Dresses in Two Lengths

Each Cut in Entirely Different Proportions; One for Tall Stout Women the Other for Short Stout Women

IF YOU are extra short or extra tall, it is obvious that a dress designed for the average woman will be out of proportion for you. Not only in the length but in the sleeves, the waist and the hip line.

So, we have these dresses in *two* complete size ranges. One is for the short stout woman, designed so that the hip line, the waistline and the pocket each comes in just the right place for her.

And for the tall stout woman we have the *same* dresses designed with longer proportions, just for her.

Each of these dresses is made up as a special offer for this Sale. Exceptional in value, style, price.

3 Y 29
49 INCHES LONG
FOR SHORT STOUT WOMEN

3 Y 30
54 INCHES LONG
FOR TALL STOUT WOMEN

$24.95 EACH

The Dress of fashion! Printed All-Silk Crepe de Chine! Chosen with especial care to your becomingness, in pattern and in slenderizing lines.

The slenderizing effect is increased by the contrasting color georgette crepe frill, and the hip panels, edged with georgette crepe.

This dress comes in two distinct lengths; one for short stout women, and one for taller women. This means that the belt line, the hip line and the side panels will come in exactly the right place on your figure, whether you are a tall or short stout woman.

COLORS: Navy blue with tan-and-Copenhagen blue figures, navy trimming; black with Copenhagen blue-and-white figures, black trimming; white-and-green figures, white trimming; also, white with black-and-green figures, black trimming. SIZES: 38 to 58 bust measure. Wide basted hem.

3 Y 29—For short stout women. 49 in. long. Price.. Post. 12¢ extra. **$24.95**

3 Y 30—For tall stout women. 54 inches long. Price, Post. 12¢ extra. **$24.95**

The Utmost in Style at a Minimum Price

Sizes 36 to 58 Bust

Sale Ends August 31st

IMPORTED ENGLISH BROADCLOTH HAND-DRAWN
4Y92
$9.95

NORMANDY VOILE
4Y93
$8.95

ALL-SILK BROADCLOTH
3Y33
$14.95

The Unbelted Front is Flattering

4 Y 92—This handsome Hand-Drawn Dress of fast color, Imported English Broadcloth is a most unusual value for $9.95. The best "buy" in all New York. If you are not thoroughly satisfied, just return it, and your money will be refunded.

In this Dress, the long rows of hand-drawn work appear from the shoulder to just where your figure needs it to break the width, and give you longer, slender lines. The long ties slipping through bound buttonholes further increase this slenderizing effect.

The collar, cuffs, ties and hand-appliquéd embroidered motifs, are of white broadcloth. Sash belt in back. Tucks on the shoulders, over the bust, give you extra fulness where you need it.

COLORS: Mode (new shade of dark tan), reseda green, medium gray, Copenhagen blue, each with white; also all-white. SIZES: 36 to 58 bust. Length about 53 inches. Wide basted hem. Price..... **$9.95**
Postage 10¢ extra.

Dots Will Not Come Off

4 Y 93—This Dress of Normandy Appliqué Voile is only $8.95. An exceptionally low price for a dress that means to you, service, smart style and satisfactory fit. In sizes up to 58 bust.

Some of the details that emphasize its slenderizing line are the pleated panels which slip under simulated pockets, falling full length from the yoke in front.

The very clever tie of silk ribbon slips through bound buttonholes on the blouse and continues the full length of the dress. The collar, and the tabs on the simulated pockets are of embroidered white organdie. Sash belt in back.

COLORS: Gray, navy blue, black, brown or lavender, each with white dots; also white with black dots. SIZES: 36 to 58 bust. Entire length about 53 inches. Wide basted hem. Our July-August Sale Price..... **$8.95**
Postage 10¢ extra.

The Sports Dress of the Smartest Fabric

3 Y 33—Striped All-Silk Broadcloth! That's what this One-piece Sports Dress is fashioned from. At the finest resorts and at golf clubs, this dress is the favorite.

Perfectly straight in line, it has the narrow sash belt, breast pocket, skirt pocket, and the new collar and neck opening which appears in all the best tailored effects, for sports or street wear. Specially priced for this Sale.

COLORS: White, with blue, black or green stripes. SIZES: 36 to 58 bust. Entire length 53 inches. Wide basted hem.. **$14.95**
Postage 12¢ extra.

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women—38th St. at FIFTH AVE., NEW YORK

Forecasting Fall Fashions at Special Summer Prices!

Sizes 36 to 58 Bust

ALL-SILK FOULARD
3Y34
$14.95

3Y35
ALL-SILK GEORGETTE
$24.75

IMPORTED VOILE AND ENGLISH BROADCLOTH
GUARANTEED FAST COLOR
4Y94
$5.95

Foulard is Very New

3 Y 34—Here's the Dress for you! My, but it's attractive! And stylish! And becoming! And delightfully cool!

Of Figured All-Silk Foulard, the fabric women love, because it falls so nicely on the figure. All-silk crepe de chine to match background trims it. One pocket.

COLORS: White with black figures, navy blue with white, tan with navy blue, or black with white figures. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide basted hem. Special Sale Price..... **$14.95**
Postage 12¢ extra.

Flattering in Line

3 Y 35—Dress of All-Silk Georgette, with pleated panels hemstitched all around, one in back and two in front, which fall straight from the shoulder, and are held only by the very narrow all-around sash belt which ties in front.

A wide panel of cream lace, under panels in front, makes a youthful trimming.

COLORS: Black, navy blue, light gray or blonde (new shade of tan). SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide basted hem. Special Sale Price..... **$24.75**
Postage 12¢ extra.

4 Y 94—A summer favorite! A combination of Imported Voile and fast color English Broadcloth, made on lovely lines. White Voile blouse section has a series of tucks in back and at each side front.

Sale price $5.95. Not, a Dress reduced, but one made up especially for this Sale, as indeed are all the dresses in this book. They're not left-overs reduced for clearance, but brand new models, offered to you at special summer Sale prices.

COLORS: White and blue, white and green, white and peach, white and lavender; also all-white. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide hem. Price.... **$5.95**
Post. 10¢ ext.

BE SURE to mention color and size desired to assure prompt shipment OF YOUR ORDER

Values that Speak *for* Themselves

The Styles and Prices Tell the Story

ALL-SILK CREPE DE CHINE AND GEORGETTE
3 Y 38
$19.85

Sizes 36 to 58 Bust

ALL-WOOL STRIPED CHALLIS
3 Y 37
$12.95

ALL-SILK CANTON CREPE
3 Y 36
$22.95

Simply Adorable!

3 Y 38—It is simply darling! This Dress of All-Silk Crepe de Chine and Georgette Crepe. Oh, it looks so lovely and so girlish!

The crepe de chine has the figured pattern that will best become you, a small and all-over floral effect. The plain georgette crepe panels are finished at the bottom with the crepe de chine, and fall most gracefully from the shoulder at each side, front and back.

Sash belt holds panels. Vestee and turn-back cuffs are of matching georgette.

COLORS: White with black pattern and black georgette, navy blue with white pattern and navy georgette, medium brown with tan pattern and brown georgette.

SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide basted hem.. **$19.85**

Post. 12¢ extra.

Gives a Flattering Straight Line

3 Y 36—This handsome Dress of All-Silk Canton Crepe, gorgeously beaded, back and front, gives a delightful straight line to your figure.

It is a dress that seems to flatter absolutely every type of figure. We have tried it on women in our retail stores; women with extra-large bust, women with extra-large hips, and women with superfluous flesh in the abdomen and in the diaphragm. It flatters absolutely everyone. You can tie it tightly or loosely, at each hip, adjusting it to your own particular lines.

COLORS: Navy blue or black, each with black beads; brown with bronze beads; or white with self-color beads. SIZES: 36 to 58 bust. Length about 53 inches. Basted hem.... **$22.95**

Postage 12¢ extra.

For Sports or Street

3 Y 37—Smart One-piece Dress of All-Wool Striped Challis. And every woman knows what Challis is—that light summer-weight all-wool fabric, similar to what some call all-wool voile or all-wool batiste. Very serviceable.

Fashioned in the very smartest sports style featuring the inverted "kick pleat" in front, and the popular tailored collar. Pleat on each side of skirt.

COLORS: White, with either brown, black, navy blue or lavender stripes. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide basted hem. Sale Price..... **$12.95**

Postage 10¢ extra.

The Ensemble Suit You're Looking For!

Specially Priced for 60-Day Sale!

SILK BENGALINE COAT WITH ALL-SILK CREPE DE CHINE DRESS

3 Y 39

$29.85

3 Y 39 TWO PIECE ENSEMBLE SUIT

Sizes 36 to 58 Bust

FAST COLOR ENGLISH BROADCLOTH

4 Y 95

$4.95

$29.85 for Both Dress and Coat Complete Each Can Be Worn Separately

3 Y 39—A price that must appeal to every woman. $29.85 for a dress and coat; each of which can be worn separately. And of course you know that the Ensemble Suit is absolutely the last word in fashion. New York features it in every combination.

This Suit is a most amazing value. A Coat of Silk-and-Wool Bengaline with a Dress of All-Silk Crepe de Chine. The stunning collar and long scarf effect which distinguishes the smart, straight-line dress is of contrasting color all-silk crepe de chine and matches the facings of the coat. A touch of this same color trims the coat collar and cuffs, and finishes the neck and cuffs of the dress. Sash in back of dress.

Like every garment pictured in this Sale Book, this ensemble suit is absolutely guaranteed to give you perfect fit and satisfaction in every respect. If you do not find it every bit worth $29.85, send it back. We will promptly return your money.

COLORS: Black or navy blue, each with green trimming; brown with tan trimming. SIZES: 36 to 58 bust. Dress length about 53 inches. Basted hem. Coat length about 44 inches. Price..... **$29.85**

Postage 20¢ extra.

Another of Our July-August Sale Features Fabric Guaranteed Not to Fade

4 Y 95—An extra-size Dress of fast color Striped English Broadcloth! Another of the famous Lane Bryant values for stout women. $4.95, for an extra-size dress, with all the new style features, and fashioned of the most popular fabric for this type of dress. Guaranteed fast color.

Made on the long, straight lines that make you look so slender, with a full-length panel insert in front, on the cross-stripe for contrast. This dress is an ensemble-effect with notched collar and revers, unbelted in front, and with a narrow sash belt tying in back. You will find it extremely becoming. White pearl buttons and two tailored pockets are further details that give it a smart appearance.

It is our aim that when you receive this dress, you will feel it is the finest value for $4.95 you could possibly purchase. For it is! All things considered! Style, material and fit! If it is not perfectly satisfactory, send it back. We will return your money.

COLORS: Blue, green or lavender ground, each with white stripes. SIZES: 36 to 58 bust measure. Length about 53 inches. Wide hem. Our Special July-August Sale Price..... **$4.95**

Postage 10¢ extra.

Four Big Bargains

Sizes 36 to 58 Bust

All are of Fast Color Materials

FAST COLOR VOILE 4Y96 $2.98

FAST COLOR IMPORTED BROADCLOTH 4Y97 $3.98

FAST COLOR SILK-FINISHED SHANTUNG 4Y99 $4.95

4 Y 96—You'd never dream, if you saw this Dress of fast color Voile on your neighbor, that it cost only $2.98. In fact this Sale price barely covers its cost to us. But by a fortunate purchase we are able to offer it at this remarkably low price.

A straight-line Dress with full-length tucks in front, and an adorable narrow panel of cream color tuck net, edged with lace and trimmed with pearl buttons.

COLORS: White, gray, lavender, navy blue or black. SIZES: 36 to 58 bust. Entire length about 53 inches. Wide hem..... **$2.98**

Postage 8¢ extra.

4 Y 97—You simply have to see this Dress to realize its value. You have to see and feel the quality of Imported Mercerized Striped English Broadcloth, guaranteed fast color, that makes it. You have to see the perfection of workmanship, in every detail. And you have to see how well it fits you, never skimpy anywhere. Then you realize all you are getting for $3.98.

COLORS: Tan with green, tan with blue, white with black, or white with lavender stripes. SIZES: 36 to 58 bust. Entire length about 53 inches. Wide hem.... **$3.98**

Postage 8¢ extra.

4Y98 $4.59

FAST COLOR MERCERIZED FOULARD

4 Y 98—You know what silky-finished Foulard is, don't you? It is a fabric that is being used extensively and most successfully this year. And the reasons for its great success are serviceability, soft, smooth fineness of texture, and the graceful way in which it falls upon your figure. Now in our mid-summer Sale we are able to sell this Dress for $4.59. Guaranteed Fast Color.

It's a shame the picture cannot show you ho wlovely this dress really is. White English broadcloth makes the center-front panel and the pipings. The collar is of embroidered linen, finished with a black silk bow.

COLORS: Black, navy blue, brown or lavender, each with white check.

SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide hem.

Our Special July-August Sale Price..... **$4.59**

Postage 8¢ extra.

Guaranteed Not to Fade

4 Y 99—For material that wears, and wears like iron this has no equal. Fine quality, fast color, Silk-finished Shantung makes this smart one-piece Dress, embroidered in white. And when you buy a dress that is guaranteed fast color, it is a two-fold bargain.

Think of it! Only $4.95, for an extra-size dress that's made to become you, and to give you service, longer than any dress you have ever known.

Neither sun nor washing will fade it. And its colors are lovely. White binding edges the collar, cuffs and one breast pocket. The narrow black silk bow is jaunty and young. And the unbelted front is a most becoming feature.

COLORS: Tan, Copenhagen blue, white or medium gray. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide hem. Price... **$4.95**

Postage 8¢ extra.

Extra Sizes
36 to 58
Bust

$1.00 EACH

Not Over Three To Any One Customer

Only $1.00 each. We want every one of our customers to benefit by the bargains on this page. We can't sell more than three of these dresses to any one customer. It wouldn't be fair, for there wouldn't be enough to go around. But we want you to have yours, so order early.

5 Y 22—At its regular price of $1.29, this Indigo Percale Dress is tremendously popular. Never before has it been sold for as low as $1.00. The stout woman always looks neat about her housework in a dress like this. It doesn't show soil quickly, and it launders easily. Pipings to match dots.

COLORS: Indigo blue with white dots or Indigo blue with red dots. SIZES: 36 to 58 bust. Entire length 53 inches. Sale Price..... **$1.00**
Postage 5¢ extra.

Only three to a customer. Three of one style, or one of each style. All extra-sizes.

5 Y 23—This Dress of Linene and Percale is an outstanding value for $1.00. The blouse is of linene, with attractive percale making the skirt, to match collar and belt which extends from the sides only, giving you that nice, straight front that always makes the stout figure look trim and neat.

Who would not be able to receive an early morning caller in this dress? And think of what you are saving!

COLORS: Blue, lavender or tan. SIZES: 36 to 58 bust measure. Entire length about 53 inches..... **$1.00**
Post. 5¢ extra.

You will want to order one of each of these dresses at $1.00. For three would be enough to keep you well supplied for a long time.

5 Y 24—Dress of Checked Gingham, trimmed with chambray. A value supreme! For it rests with Lane Bryant to be the only house able to produce a dress of this quality, in extra-full sizes, perfectly made and guaranteed to satisfy you. All at the price of $1.00!

We expect to fill the orders of thousands of customers on this dress. Order early.

COLORS: Copenhagen blue, lavender or brown. SIZES: 36 to 58 bust. Entire length 53 inches. Price... **$1.00**
Post. 5¢ extra.

Sizes 36 to 58 Bust

Satisfaction Guaranteed

5 Y 25—Another stupendous value! Dress of Striped Gingham. One-piece, straight from the shoulder, with kimono sleeves, and a narrow sash belt. Chambray trimmed.

Have you ever worn one of our 89¢, sale special, house dresses? Didn't it give you infinitely more than 89¢ of value? And could you have secured a dress to fit you, anywhere else, for twice that price?

BLUE AND WHITE STRIPE. SIZES: 36 to 58 bust measure. Length about 53 inches..... **89¢**

Postage 5¢ extra.

5 Y 26—The popularity of Black Sateen for House Dresses does not wane! Women find it most practical because of its color, and because sateen, you know, wears and wears like iron. Identically the same value that sells for $1.98.

Isn't that a lovely, becoming straight line in front? So flattering and slenderizing. Contrasting color hand-embroidery and piping trim it.

BLACK ONLY. SIZES: 36 to 58 bust measure. Entire length about 53 inches..... **$1.79**

Postage 5¢ extra.

New Fabric—Striped Mercerized Pongee

5 Y 27—One of the new fabrics of the season! Striped Mercerized Pongee! It is being greeted with a most unusual popularity in our Spring Style Book. Therefore, we're offering you in this Special Book of Bargains, another Dress of this delightful fabric, fine and lovely to wear.

This dress is perfectly good enough for afternoon wear, to wear shopping or out on the street at any time. And why shouldn't a house dress be smart as well as serviceable? This one is. Look at its collar and neckline! The kind you see in the newest one-piece dresses of the season. It is so becoming and youthful! White linene collar. Pearl buttons.

COLORS: Blue, green or rust, each with white stripes. SIZES: 36 to 58 bust measure. Length about 53 inches. Sale Price..... **$2.29**

Postage 5¢ extra.

5 Y 28—Our ace of bargains! $1.98 for this Dress of Printed Mercerized Pongee! Nowhere in a local store, a city store or any other catalogue could you find an offer to equal this.

In extra-sizes, guaranteed to fit you. Nothing skimpy, in any measure, and made in the coat-effect style, which you know from experience, either on yourself or other stout women, is always becoming and slenderizing.

The narrow sash belt extends from the sides and ties in back, leaving a straight line in front. Harmonizing color stitching on the white linene collar. Attractive kimono sleeve.

COLORS: Copenhagen blue, lavender, tan or gray. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Special Sale Price..... **$1.98**

Postage 5¢ extra.

Sale of Millinery

Specializing in Large Head-Sizes

How to Order Hats

Tell us your correct head-size, either in inches as actually measured, or by using the words, Small, Medium, Large or Extra-large—as described below.

Small head-size (23 inches)—for small head and bobbed hair, or with small hairdress.

Medium head-size (24 inches)—for large head with bobbed hair, or for small head with full hairdress.

Large head-size (25 inches)—for the stout woman with medium sized head and with full hairdress.

Extra-large head-size (26 inches)—for the stout woman with large head and with very full hairdress.

Measure around your head, not too tightly, just above your eyebrows in front and over the fullest part of your hair in back.

25 Y 30

$2.49

25 Y 30—For your suit hat or sports hat, or to wear with any of your dresses. The small, smart, slightly rolled Shape of Hemp, all the women in the city have adopted. Moiré ribbon around crown, and looped in the newest manner on the crown. Silk taffeta lining.

COLORS: White with black, sand with brown, gray with Copenhagen blue. SIZES: Small, medium, large or extra-large. Sale Price..... **$2.49**

Postage 12¢ extra.

25 Y 27

$3.79

25 Y 27—A special bargain as a feature of this Sale Book. A matron's Hat of Taffeta in tricorn shape, with a brim of horsehair, applied in soft folds. The jet ornament at the side is just the right trimming effect. Becoming visor brim. Silk taffeta lining.

And surely, for the woman whose hair is slightly grayed or white, a smarter or more flattering shape could hardly be selected.

COLORS: Black, navy blue or brown. SIZES: Small, medium, large or extra-large. Sale Price..... **$3.79**

Postage 12¢ extra.

25 Y 31

$2.98

25 Y 31—Mid-summer days make women want a Hat with a large brim. And that's why we have selected this one as a special leader of this Sale.

Have you worn a large hat lately? And don't you know how flattering a hat of this shape is to a large woman?

Made of Milan, with Baronet satin in self or contrasting color edging the brim and around the crown, and a soft, large rosette in front. Silk taffeta lining. Order while Sale lasts.

COLORS: All-white, white with lavender or navy blue with gray. SIZES: Small, medium, large or extra-large. Special July-August Sale Price..... **$2.98**

Post. 12¢ extra.

25 Y 28

$4.68

25 Y 28—What style a feather fancy always gives a Hat! Just look at this one! Smart in every line, from any side you look at it. Perfectly suitable for the young, for the middle-aged or more matronly woman.

Of fine quality Hemp with a roll brim of taffeta and folds of taffeta around the crown. The burnt Peacock fancy in same tone makes a most graceful line across the back and side. Silk taffeta lining. Four head-sizes.

COLORS: Black, henna, navy blue or oakwood brown. SIZES: Small, medium, large or extra-large. Our July-August Sale Price..... **$4.68**

Postage 12¢ extra.

25 Y 29

$5.49

25 Y 29—For real summer wear! Here's your new Poke Hat! Of Imported Swiss Hair which all New York women are wearing.

Trimmed with one handsome flower in soft harmonizing tones, and a crepe de chine fold in self or contrasting color edging the brim and draped around it.

COLORS: All-white, all-powder blue, sand with jade green or thistle (deep orchid) with white. SIZES: Small, medium, large or extra-large. Special Sale Price..... **$5.49**

Postage 12¢ extra.

MID-SEASON SALE!

Silk Coats Lead *the* Mode

Sizes 36 to 58 Bust

SILK BENGALINE (AS PICTURED)
1 Y 37
$13.95

ALL-WOOL POIRET TWILL
1 Y 38
$16.95

KHAKI
Knickers
6 Y 38
$3.69

ALL-WOOL TWEED
Knickers
6 Y 39
$5.95

SILK AND WOOL BENGALINE

1 Y 39
48 INCHES LONG
FOR SHORT STOUT WOMEN

1 Y 40
52 INCHES LONG
FOR TALL STOUT WOMEN

ALL-SILK CREPE DE CHINE LINED

$29.85 EACH

Choice of Two Materials

A phenomenal coat value! Smart, straight-line Coat of Silk Bengaline with a small percentage of cotton for $13.95, or of All-Wool Poiret Twill for $16.95. Special for this Sale. Cut full and roomy, in every size, up to 58 bust.

Fashioned in the straight silhouette of the smartest and most expensive models, this coat has all the new features of the mode; the straight back, the one-button side-front closing and careful, fastidious workmanship.

Buttons and a fold of self material trim the collar and the cuffs. Two pockets. Lined throughout with satinette. Whether you select this coat in silk or in all-wool, either is a most unusual value.

SIZES: 36 to 58 bust measure. Length about 48 inches.

1 Y 37—Of fine quality Silk Bengaline. BLACK ONLY. Price... **$13.95**
Postage 18¢ extra.

1 Y 38—Of All-Wool Poiret Twill, in black, navy blue or tan... **$16.95**
Postage 18¢ extra.

Oh, the feeling of freedom from skirts, catching around your ankles!

Knickers are such a relief! And especially this time of the year, when you want to be out-of-doors all day, driving, camping, hiking or just working around your garden.

If you have never worn a pair, order at once, and enjoy them this summer! These come in two fabrics; Tweed for the roughest and hardest all-year service, or Khaki for summer coolness.

The knickers have a deep cuff at knee with two buttons. Side openings. Self-material belt, metal buckle. One slit pocket.

SIZES: 28 to 46 waist measure.

6 Y 38—Of Khaki Twill.... Po. 8¢ ex. **$3.69**

6 Y 39—Of All-Wool Tweed. Gray or tan mixture. Price, **$5.95**
Postage 8¢ extra.

Whether You are Tall or Short

This stunning Coat of Silk-and-Wool Bengaline comes in two lengths. In the smartest fabric, and lined with all-silk crepe de chine. Cut in the correct proportion whether you are tall or short.

If you are short, it is obvious that a coat designed for a tall woman will be out of proportion for you. Not only in the length but in the sleeves, the waist and the hip line.

So for the short stout woman, we have this coat in a complete size range, designed so that the hip line, the waistline and the pocket, each comes in just the right place.

And for the tall stout woman, we have the same coat designed with longer proportions for her figure.

COLORS: Black, rosewood (new shade of medium brown) or medium gray. SIZES: 36 to 58 bust measure.

1 Y 39—For short stout women. 48 inches long... **$29.85**

1 Y 40—For tall stout women. 52 inches long.. **$29.85**

Postage 18¢ extra on each coat.

Youthful, Practical, and Extremely New

The Suspender Skirt is Most Becoming to Stout Women

SILK FAILLE CREPE 6Y30 $5.95

VOILE WAISTS 7Y37 7Y38 $1.98 EACH

BACK VIEW 6Y31 AND 6Y32

IMPORTED ENGLISH BROADCLOTH 6Y31 $5.95

ALL-SILK SATIN CHARMEUSE (AS PICTURED) 6Y32 $11.95

BACK VIEW 6Y33 AND 6Y34

IMPORTED IRISH LINEN 6Y33 $5.95

ALL-WOOL FLANNEL (AS PICTURED) 6Y34 $10.95

SILK CREPE 6Y35 $4.95

ALL-WOOL CREPE 6Y36 $5.95

ALL-SILK CANTON CREPE 6Y37 $10.95

Silk Faille Crepe

6 Y 30—This is just the time of the year when women are in need of a nice, light weight skirt. And here is just exactly what you're wanting.

Skirt of Silk-and-Cotton Faille Crepe with satin-finished stripe in self color. Guaranteed cut full enough through waist and hips, to fit you comfortably.

A wrap-around effect with three folds at one side and one pocket. Slight gathers in back, under a detachable belt.

White or black. SIZES: 28 to 46 inches waist measure. Length about 35 inches, wide basted hem. Price, **Postage 8¢ extra. $5.95**

The Newest in Skirts!

The Suspender style is unbelievably flattering to stout women. The back is straight one-piece, which gives a flat line. Adjustable straps for tall or short women. "Kick pleat" in center front. Two pockets.

SIZES: 36 to 58 bust. Entire length about 53 inches, wide hem.

6 Y 31—Imported English Broadcloth. White, gray or leather-brown..... **Postage 10¢ extra. $5.95**

6 Y 32—All-Silk Satin Charmeuse. Black only. **Post. 10¢ extra. $11.95**

Suspender Skirt with sash belt in back, with buttons and buttonholes in center front. Adjustable straps.

SIZES: 36 to 58 bust. Entire length about 53 inches. Basted hem.

6 Y 33—Of Imported Irish Linen. White or lavender.. **Postage 10¢ extra. $5.95**

6 Y 34—Of All-Wool Flannel. White, gray, navy blue or rose-wood (new shade of medium brown). Price... **Post. 10¢ extra. $10.95**

Two New Peasant Blouses

Peasant blouses to wear with the suspender skirt. Embroidered in Bulgarian reds and blues and yellows. SIZES: 36 to 58 bust.

7 Y 37—Peasant Blouse of White Voile; cross-stitch embroidery. Raglan sleeves. Hip-band. Silk cord tie..... **$1.98**

7 Y 38—Tailored style Blouse of White Voile. Silk cord tie. Hip-band. Sale Price..... **$1.98**

Postage 4¢ extra on each blouse.

Three Materials

The separate skirt, especially of soft material, favors the use of pleats, to best become the figure.

With the stout woman, too, pleats are especially popular because of the slender effect they contribute.

This Skirt, provided in three materials, of very fine quality, is pleated in series of box and fine pleats in front and box pleats in back. Detachable belt.

Stout women will find this skirt is pleated plenty full, so that the pleats fall softly and gracefully on the figure.

SIZES: 28 to 46 inches waist measure. Wide hem.

6 Y 35—Silk Crepe, with small percentage of cotton; black, white or tan bark. 35 inches long. Sale Price..... **Postage 8¢ extra. $4.95**

6 Y 36—All-Wool Crepe; navy blue, medium gray, black or tan. 37 inches long..... **Postage 8¢ extra. $5.95**

6 Y 37—All-Silk Canton Crepe; black or white. 37 inches long. Sale Price..... **Post. 8¢ extra. $10.95**

IN ORDERING be sure to state all measurements as requested on ORDER BLANK

Sizes *for* All Stout Women

In the Tailored Mode

2 Y 18—A Two-Piece Ensemble Suit! A Coat of Brocaded Silk-Mixed Faille Crepe! A separate Dress of All-Silk Crepe de Chine! Both for $25.00! A real bargain.

The coat is delightfully straight and slenderizing with the long narrow shawl collar that is always flattering to stout women. Somewhat tailored in its style, you will find it serviceable to wear separately, too. Two pockets.

A neat tailored style distinguishes the dress of all-silk crepe de chine, smart in its simplicity and extremely practical in style. The narrow collar and neck opening, the style you see on all the newest tailored models, is of contrasting color crepe de chine. The turn-back cuffs, too, are of crepe de chine to match.

COLORS: Black coat with black dress, gray trimming; navy blue coat with navy blue dress, tan trimming; brown coat with brown dress, tan trimming; gray coat with gray dress, powder blue trimming. SIZES: 36 to 58 bust measure. Length of dress about 53 inches, with wide basted hem. Length of coat about 48 inches. Sale Price (coat and dress)..... **$25.00**
Postage 20¢ extra.

A Remarkable Value!

7 Y 36—Bargain in a Costume Blouse. Of beautiful quality Brocaded Fibre Silk with a percentage of cotton to give it body, trimmed with self-color crepe de chine and novelty braid. This finishes the kimono sleeves and the lower edge. The neck binding and the narrow sash belts are of crepe de chine to match.

The smart blouse to wear with a separate skirt or with a silk costume slip in self or contrasting color.

COLORS: Black, navy blue, gray or cocoa brown. SIZES: 36 to 58 bust measure. Length about 38 inches. Our July-August Sale Price..... **$4.98**
Postage 6¢ extra.

Coat Faced to Match Dress

2 Y 19—$35.00 for a stunning Two-Piece Ensemble Suit! In extra-sizes up to 58 bust! Just imagine, an entire Dress of Printed All-Silk Crepe de Chine and a separate Coat of Silk-and-Wool Bengaline, both for $35.00! The Ensemble Suit is by far the most fashionable costume this season.

Like all the very smartest ensembles, the coat of this suit is faced with printed crepe de chine to match the dress. The effect is lovely. And you can perfectly well wear the coat with any of your other dresses.

The coat is fashioned in the smart, straight silhouette that makes your figure look so slender.

The dress is straight in line with a band at bottom of bengaline to match the coat. Bengaline also makes the narrow button-trimmed panel in center front, and the narrow panels at each side. Sash in back. Inverted pleat at sides.

COLORS: Black coat with black-and-white printed dress; navy blue coat with navy blue-and-tan printed dress; or brown coat with brown-and-tan printed dress. SIZES: 36 to 58 bust measure. Dress length about 50 inches. Coat length about 48 inches. Excellent value. July-August Sale Price..... **$35.00**
Postage 20¢ extra.

MID-SUMMER SPECIALS!

Style - Savings - Service Guaranteed

Sizes 36 to 58 Bust

7 Y 33

$1.00

UNUSUAL BARGAIN

MERCERIZED PONGEE

7 Y 33 — Don't you remember? Always before, this Blouse has been tremendously popular at $1.29. Now we are able to sell it for $1.00. Because we bought a huge quantity of this material, fine quality Printed Mercerized Pongee.

COLORS: Copenhagen blue, tan or gray. SIZES: 36 to 58 bust measure.... **$1.00**

Post. 4¢ extra.

7 Y 31 MERCERIZED PONGEE **$1.19**

7 Y 32 IMPORTED ENGLISH BROADCLOTH **$1.89**

Just the style Blouse stout women like! With a tie of black, slipping through a smart monogram effect.

SIZES: 36 to 58 bust.

7 Y 31—Of fine Mercerized Pongee. Tan, navy blue or black. Price.. **$1.19**

Post. 4¢ extra.

7 Y 32—Of Imported English Broadcloth. White, tan or powder blue. Price... **$1.89**

Po. 4¢.

Blouse bargain! All-Silk. Extra-Sizes. Contrasting color all-silk crepe de chine trimming.

SIZES: 36 to 58 bust.

7 Y 34—All-Silk Pongee. Tan with brown..... **$3.95**

Post. 4¢ extra.

7 Y 35—Of All-Silk Crepe de Chine. All-white, tan with brown, navy blue with powder blue, black with white.... **$5.95**

Po. 4¢ ex.

7 Y 34 ALL-SILK PONGEE **$3.95**

7 Y 35 ALL-SILK CREPE DE CHINE **$5.95**

DOUBLE EXTRA-SIZE HOSE

To Fit the Stoutest Leg

18 Y 62 **35¢**

COMBED COTTON *FASHIONED*

18 Y 62—Double-extra size. A Hose that is even wider and longer than our famous extra-size.

Of medium-weight Combed Cotton. Double heels, soles and toes. Fashioned. Black, white, cordovan brown or balbriggan. SIZES: 9 to 11½. Pair..... **35¢**

Post. 1¢ extra.

Colors FOR 18 Y 10

PLATINUM GRAY
FRENCH NUDE
BLACK
WHITE
CORDOVAN BROWN
PEACH
CARAMEL BROWN
GUN-METAL GRAY

18 Y 74 **$1.98**

THREAD SILK ELASTIC RIBBED TOP *FULL-FASHIONED*

18 Y 74—Double-extra size Thread-Silk Hose, with elastic ribbed silk lisle top. Full-fashioned. Double strength heels, soles, toes.

COLORS: Gun-metal gray, French nude (light flesh-tan), platinum gray, black, cordovan brown, peach or Russian tan.

SIZES: 9 to 11. Special Sale Price, per pair... **$1.98**

Postage 1¢ extra.

18 Y 10 **$1.49**

THREAD SILK SEAMED BACK

18 Y 10—Double-extra size Thread-Silk Boot Hose. Seamed back. Double garter top. High spliced heels; reinforced.

Platinum gray, French nude (light flesh-tan), black, white, cordovan brown, peach, caramel brown or gun-metal gray. SIZES: 9 to 11.

Po. 1¢. **$1.49**

18 Y 4 **59¢**

MERCERIZED LISLE *FASHIONED*

18 Y 4—Double-extra wide, extra-long. Hose of Mercerized Lisle. Fashioned. High spliced heels; double soles, toes. Widest hose made.

Black, white, cordovan brown, suede gray, caramel brown. SIZES: 9 to 11½. Pair, **59¢**

Post. 1¢ ext.

18 Y 61 **45¢**

COMBED COTTON UNBLEACHED SOLES *FASHIONED*

18 Y 61—Combed Cotton Hose in double-extra size, to fit the stoutest leg. Double heels, soles and toes. Fashioned. Longer and wider than the extra-size.

BLACK ONLY, with unbleached soles. SIZES: 9 to 11½. Specially reduced for this Sale. Per pair.... **45¢**

Post. 1¢ ext.

HOSIERY SALE!

All The Newest Shades

SIZES 9 TO 11

COMBED COTTON
SEAMED BACK
18 Y 1
3 PAIRS FOR 69¢

18 Y 1—Three pairs for 69¢. Why, that's hardly more than 10 cents a stocking! Extra-size.

Light-weight Combed Cotton Hose. Extra-wide leg, extra-long. Reinforced heels, soles, toes. Double garter top. Seamed back. Exceptional bargain.

COLORS: Black, white, cordovan brown, French nude (light flesh-tan). SIZES: 9 to 10½. Sale Price..... 3 pairs for 69¢
Post. 3¢ ex.

18 Y 46
$1.39
THREAD SILK DROP STITCH
FASHIONED

Smart for Sports

18 Y 46—A novelty drop-stitch Stocking of Thread Silk, with double mercerized lisle garter top. Very smart in any of its colors for sports wear. Fashioned, seam in back. Double heels, soles and toes. Extra-long and extra-wide.

Always a favorite for summer. And we know this stocking will be more than popular because of its unusual value and low price.

COLORS: French nude (light flesh-tan), black, white, cordovan brown, caramel brown or platinum gray. SIZES: 9 to 11. Sale Price, per pair, **$1.39**
Postage 1¢ extra.

THREAD SILK
18 Y 24
$2.29
POINTEX HEEL
FULL-FASHIONED

Flatters the Ankle

18 Y 24—One of our most remarkable bargains, made possible by a clever purchase of a factory's overstock! A very special value!

Extra-size, Thread-Silk Stockings with a Pointex heel, most flattering to your ankles. Double strength heels, soles and toes. Silk lisle double garter top. Full-fashioned, shaped to fit.

COLORS: Black, white, cordovan brown, medium gray or French nude (light flesh-tan). SIZES: 9 to 10½. Special July-August Sale Price, per pair.. **$2.29**
Postage 1¢ extra.

18 Y 7
$1.69

COLORS
WHITE
POWDER BLUE
PHANTOM
PEACH
FRENCH NUDE
BEIGE
BLONDE
RUSSIAN TAN
CARAMEL BROWN
CORDOVAN BROWN
MEDIUM GRAY
GUN-METAL GRAY
BLACK

RAVEL STOP

18 Y 6
49¢
MERCERIZED LISLE SEAMED BACK

18 Y 78
65¢
DOUBLE EXTRA-LONG SILK LISLE
FASHIONED

18 Y 64
$1.95
SHEER CHIFFON THREAD SILK
FULL FASHIONED

THREAD-SILK *FULL-FASHIONED*

18 Y 7—The smartest women everywhere are wearing colored hose, in the popular nude, beige and tan shades. They *do* add life and youth to your costume.

Thread-Silk Hose. Reinforced top, heels, soles and toes. Full-fashioned. Shaped to fit.

COLORS: White, powder blue, Phantom (flesh-pink), peach, French nude (light flesh-tan), beige, blonde (a new shade of tan), Russian tan, caramel brown, cordovan brown, medium gray, gun-metal gray, black. SIZES: 9 to 10½. Per pair..... **$1.69**
Postage 1¢ extra.

Well-Wearing Hose

18 Y 6—Reduced from 59¢. Just as a feature for this Sale. Our most popular Hose, and a most unusual value. Fine, serviceable, ravel-stop Stockings of Mercerized Lisle. Extra-wide, extra-long.

Knit with a ravel-stop feature below knee to prevent destructive running stitches. Double heels, soles and toes. Seam in back. Satisfaction guaranteed or your money will be refunded.

COLORS: Black, white, navy blue, cordovan brown or platinum gray. SIZES: 9 to 10½. A bargain. Sale Price, per pair, **49¢**
Postage 1¢ extra.

18 Y 78—There are women who need an unusually long stocking! And they are hard to find! Those women will appreciate these.

Extra-size Hose of Silk Lisle (mercerized). Double-extra long, extra-wide. Fashioned, shaped to fit. Reinforced heels, soles, toes. Ideal for bathing.

COLORS: Black, white, cordovan brown or medium gray. SIZES: 9 to 11. Pair.... **65¢**
Postage 1¢ extra.

Sheer Hose Are Smartest!

18 Y 64—And here they are for women who need an extra-size Sheer Chiffon Thread-Silk Hose. Full-fashioned, shaped to fit. Double lisle garter top. Double strength heels, soles and toes.

In all the lovely shades, smart women are wearing. We are sure you will be pleased. If not, we will refund your money.

COLORS: Gun-metal gray, black, French nude (light flesh-tan), platinum gray or log cabin. SIZES: 9 to 10½. Our Sale Price, per pair..... **$1.95**
Postage 1¢ extra.

Sale of Shoes

LANE BRYANT Stout-Arch Shoes are the development of many years of experience in making and selling shoes.

In our five great Metropolitan Stores, we have fitted the feet of thousands of stout women. We know their requirements exactly, and we offer here all of that experience in making and fitting shoes.

Every shoe pictured in this book has every feature described below. Every shoe was especially designed and especially made just for stout women—*just for you.*

These shoes will wear better and longer than any shoes you have ever had. They will fit your feet better and make you more comfortable. They are stylish, too—***yet they are offered now at very special SALE PRICES.***

1. Every Lane Bryant Stout-Arch Shoe is ALL-LEATHER.

2. Every shoe is made on a "combination last" designed by us especially for stout women. See picture "A."→

3. Every shoe has a double-steel arch—two pieces of tempered steel riveted together, then imbedded in sole of shoe and again riveted into place. This shank provides strength and is an arch-support feature. See "B."→

4. Another arch-support feature—every shoe has an all-leather counter which is appreciably lengthened on the inner side. This extended counter, as used in our shoes, really does support arch. See picture "C."

5. Every low shoe has our famous narrow heel-fitting, and also a non-slip heel lining—which helps to prevent blistering and other discomforts of slipping at heel. See picture "D."

6. The sole of every Lane Bryant Stout-Arch Shoe is genuine Goodyear Welt—which means to you a shoe that will not burn your feet—a shoe that can easily be repaired.

7. Every shoe is offered in a greater-than-usual variety of sizes and widths. There are sizes from 4 to 11, each in widths from A to EEE.

Reduced!

16 Y 07—Stout-Arch Slippers reduced to $3.79. Of good quality Genuine Black Kid; ankle strap; neat cut-out over instep. Medium, leather heel with rubber top-lift. Double steel arch support. Snug-fitting heel.

Like every other Lane Bryant Stout-Arch Shoe, these slippers are constructed to support the extra weight of your body, and relieve your feet of the strain. They mean a foot comfort you never have enjoyed before!

SIZES: 4 to 11. Widths, C, D, E, EE, EEE. Our Sale Price, **$3.79** Post. 12¢ ext.

16Y07 **$3.79**

All-White

16 Y 18—Reduced! Just in time! Now that you are wearing summer frocks, you need white shoes. They look so much better with light-colored dresses. This is an amazing value in a Pump of White Kid-finished Leather with military-style leather-covered wooden heel. Perforations and cut-outs at the instep.

Lane Bryant STOUT-ARCH construction features throughout; namely, the steel arch, extra-long inner counters and snug-fitting heels.

SIZES: 4 to 11. Widths, C, D, E, EE, EEE. Special Price.... Post. 12¢ ext. **$4.69**

16Y18 **$4.69**

PATENT LEATHER 16Y51 — BROWN KID 16Y52 — **$4.39** EACH

Choice of two leathers, Patent Leather or Genuine Kid.

Smart Slipper, with two eyelets, tied with a grosgrain ribbon bow, made of All-Leather throughout, with a genuine Goodyear welt sole. Military leather heel with rubber top-lift. Double steel arch support, extra-long counters, snug-fitting heel. A very special bargain.

SIZES: 4 to 11. Widths, C, D, E, EE, EEE.

16 Y 51—Black Patent Leather..... Post. 12¢ ext. **$4.39**

16 Y 52—Genuine Brown Kid. Price.. Post. 12¢ ext. **$4.39**

STOUT ARCH SHOES
Lane Bryant

Sizes 4 to 11
Widths A to EEE

GENUINE KID
SIDE GORE
PUMP

16 Y 34

$4.69

16Y53

$3.79

16Y14

$2.85

GENUINE
BLACK KID

Reduced for this Sale!

16 Y 34—For 60 days only! We have reduced the price of this Stout-Arch Pump of Genuine Black Kid, a smart, serviceable shoe. A step-in style, easy to slip on; and undoubtedly the most comfortable shoe you have ever worn.

The cut-out instep makes it stylish, while elastic side gores make it fit well, and give a becoming line to your ankle. Military leather heel with rubber top-lift. Genuine Goodyear welt sole. Double steel arch support; snug-fitting heel.

SIZES: 4 to 11. Widths A, B, C, D, E, EE, EEE. Sale Price..... **$4.69**
Postage 12¢ extra.

Finest Quality Canvas

16 Y 53 — What it means in comfort, coolness and foot ease! The shoe of canvas for summer!

Oxfords of the finest quality White Canvas. Made on our regulation Stout-Arch last. Extra-long all-leather counters; snug-fitting heel. Medium wooden heel, canvas-covered. Goodyear welt sole. Just the correct shoe for nurses.

SIZES: 4 to 11. Widths C, D, E, EE, EEE. Price, **$3.79**
Postage 12¢ extra.

Lowest Possible Price

16 Y 14—Only $2.85 for this walking Shoe of Genuine Black Kid! Priced at the lowest figure that such excellent shoes can be produced for.

Made on the Lane Bryant Stout-Arch last, which allows just that extra width through the ball, that your foot needs for its spread.

Double steel arch support. Extra-long counters. Snug-fitting heel. Goodyear welt sole. Medium heel of all leather, with rubber top-lift.

SIZES: 4 to 11. Wide widths. Our Sale Price..... **$2.85**
Postage 12¢ extra.

How to Order Shoes

With your assistance we know we can FIT you. Nearly every shoe in this book is carried in stock in so great a variety of sizes and widths that we can fit you exactly. Before ordering, please read very carefully the simple instructions printed below.

1. Tell us your correct size and width. If you *know* your size, you may ignore paragraphs 2 and 3.

2. If you do NOT know your correct size and width, send us with your order a copy of ALL of the numbers and letters appearing within any shoe that fits your foot. This will tell us your size. See sketch at right.→

3. If you do NOT know your correct size and width, and if the markings in your old shoes cannot be read, send us a penciled outline of your left foot, *being very careful to keep pencil straight up and down all the time* (if you let the pencil slant it will spoil the sketch). With this sketched outline of your foot we will send your exact correct size.

If you follow these simple instructions we will send you shoes that FIT; indeed, they will probably fit better than any shoes you have ever worn. And if we fail to do so, we want you to return the shoes in exchange for another size—or we will return your money, as you prefer. We mean just THAT, for we KNOW we can fit you.

Beauties!

16 Y 02 — Stunning for dress or street wear. And reduced to $3.98 as a feature of our shoe Sale. Price holds only 60 days.

Handsome Stout-Arch Slipper of good quality Black Patent Leather with its cut-out sides of black suede, tied at instep with silk grosgrain ribbon.

Goodyear welt sole. All-Leather military heel with rubber top-lift. Double steel arch support; snug-fitting heel. A bargain.

SIZES: 4 to 11. Widths C, D, E, EE, EEE.

$3.98
Postage 12¢ extra.

PATENT
LEATHER
16Y02

$3.98

EXTRA SIZES BARGAIN PRICES

Sweaters for Sports or Practical Wear

Sizes 36 to 58 Bust

8 Y 31 $6.95

ALL-WOOL JERSEY

8 Y 31—Well-fitting and slenderizing Coat-Sweater of All-Wool Jersey in novelty stripe weave. Long collar, that may be worn buttoned (as pictured), or open in Tuxedo style (as in small illustration). All-around belt. Patch pockets with wide flaps. Worn with a tailored skirt this sweater accomplishes the effect of a suit.

COLORS: Navy blue or black. SIZES: 36 to 58 bust measure. Our Special Sale Price..... **$6.95**
Postage 6¢ extra.

ALL-WOOL WORSTED AND FIBRE-SILK

8 Y 32 $5.95

8 Y 33 $1.98 VALUE ~~$2.98~~

FIBRE-SILK CREPE

8 Y 33—Here's a buy! And at a bargain, too! Sleeveless Jacket of Fibre-Silk Crepe, bound all around with white. Fastens with four buttons and buttonholes. Patch pockets. Value $2.98.

No woman nowadays feels quite completely dressed in a plain shirt-waist and a skirt, without wearing a sweater to finish her costume.

COLORS: Jade green or black, each with white binding; also all-white. SIZES: 36 to 58 bust measure. Our Sale Price..... **$1.98**
Postage 6¢ extra.

ALL-WOOL WORSTED

8 Y 34 $2.98

Worsted-and-Fibre Silk

8 Y 32—Do you know what All-Wool Worsted-and-Fibre Silk looks like? It is soft and fine, with the fibre silk giving a pretty, silvery effect throughout.

This Sweater is lovely. Double collar, turn-back cuffs and double-breasted closing. Contrasting color fibre silk makes border. A marvelous value for $5.95.

COLORS: Brown-and-buff; also navy blue or black, each with silver. SIZES: 36 to 58 bust measure. Sale Price..... **$5.95**
Postage 6¢ extra.

Sleeveless Sweater

8 Y 34—Sleeveless Sweater of fine quality All-Wool Worsted. Light-weight, and of a fine yarn, making it dainty as well as serviceable! Novelty stripe weave, back and front. Breast pocket, formed by embroidered monogram.

Lovely with a sports skirt. And, too, it takes away the bare look from a waist and skirt. Just "the thing" for spring and summer wear.

COLORS: Navy blue, black or buff, each with contrasting color embroidered motif. SIZES: 36 to 58 bust measure.. **$2.98**
Postage 6¢ extra.

Extremely Serviceable

8 Y 35—Every season we sell thousands of this Sweater. At $4.98, every woman can have one. Cardigan Knit Coat-Sweater, 90% Wool. Two pockets. For the woman who likes a sweater that will stand the hardest, roughest wear. For outing, sports wear or just to wear out around the yard.

COLORS: Navy blue, brown, black or maroon. SIZES: 36 to 58 bust measure. Our Special Sale Price..... **$4.98**
Postage 6¢ extra.

90% WOOL

8 Y 35 $4.98

LANE BRYANT is the one house where stout women can get sports wear IN ALL SIZES

Extra Sizes, 36 to 58 Bust

Built-Up Shoulders

14 Y 15—Many women prefer the built-up shoulder. For them we offer this extra-long, bust-confining Brassiere of White Linen-finish Cambric. Especially fine for the heavy figure which is a bit inclined to being matronly.

Reinforced under arms. Braid trimmed top and armholes. Built-up shoulders. Invisible front closing. A big value for stout women. Send your order to-day.

SIZES: 36 to 58 bust. A bargain at our Special July-August Sale Price..... **65¢**
Postage 2¢ extra.

FLESH-PINK PEKIN STRIPE FRONT OPENING — EXTRA LONG

14 Y 12—Reduced! Extra-long Brassiere of Flesh-pink Pekin Stripe Coutil, closing invisibly in front. Elastic inserts at sides. Tape shoulder straps.

SIZES: 36 to 58 bust..... **59¢**
Post. 2¢ ext.

FLESH-PINK FRONT OPENING

14 Y 38—Bust-supporting, bust-reducing Brassiere, consisting of rows of Elastic Webbing with back of strong Coutil. Lightly boned. Invisible front closing. Coutil shoulder straps.

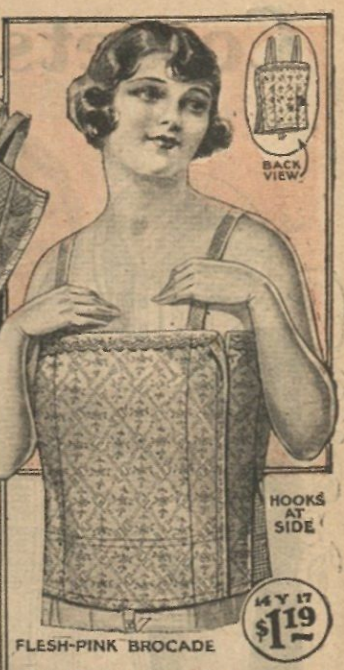
Flesh-pink only. SIZES: 36 to 52 bust. Price..... **98¢**
Post. 2¢ ext.

FLESH-PINK

14 Y 3—Extra-long Diaphragm-reducing Brassiere. Bust sections of Mesh, entire back and the front panel of Brocade.

Elastic inserts at each side in front and horizontal boning in front to reduce diaphragm. Hooks at side front.

Flesh-pink. Sizes: 36 to 58 bust. Post. 2¢. **89¢**



FLESH-PINK BROCADE

14 Y 17—Bandeau Brassiere of Flesh-pink Brocade, made extra-long to come well down over diaphragm and top of corset, and give you the fashionable, straight, long line.

Confines your diaphragm if you wear a low-bust corset, too. Elastic inserts at sides. Invisible side front closing. Tape shoulder straps. Trimmed with silk shell braid.

SIZES: 36 to 58 bust. **$1.19**
Postage 2¢ extra.

2 Brassieres for 79¢

14 Y 11—Our regular Sale Special! Offered semi-annually! Two practical Brassieres of White Cambric for 79¢!

Excellent quality cambric, trimmed with well-wearing embroidery. Scallop-trimmed armholes and back. Invisible front closing. Reinforced under arms.

SIZES: 36 to 52 bust. Our Special July-August Sale Price, Two Brassieres for.... **79¢**
Postage 4¢ extra.

NET DRESS-SHIELD GUIMPE

A Summer Necessity

14 Y 4—Reduced from $1.65. Net Brassiere Guimpe with Rubber Dress Shields. Practical for set-in and kimono sleeve dresses. And think of the convenience, no bother of sewing shields in, no annoyance of tapes showing.

The net makes the guimpe light and comfortable, and effective as bust support. Invisible front closing.

WHITE ONLY. SIZES: 36 to 52 bust..... **$1.49**
Postage 2¢ extra.

Flesh-Pink Brocade

14 Y 14—One of our most popular and effective Brassieres. Now $1.29. Since the low-bust corset has been adapted to secure the straight-line silhouette, the necessity arises for the extra-long brassiere.

This extra-long Brassiere is of Flesh-pink Brocade. An effective bust-confining model on a shoulder yoke. Closes in front.

SIZES: 36 to 58 bust. Our Sale Price..... **$1.29**
Postage 2¢ extra.

HOOKS IN FRONT — FLESH-PINK BROCADE EXTRA-LONG

FLESH-PINK BANDO-CORSET HOOKS AT SIDE

17 Y 06—Bando-Corset of Flesh-pink Brocade. Fastening at side front, and lacing in back for adjustment.

Panel over abdomen with light boning. Four supporters.

SIZES: 36 to 58 bust. Sale Price..... **$1.49**
Postage 5¢ extra.

Corsets *for* Stout Women

Special Sale Prices for 60 Days Only ~

Sizes 26 to 48 Waist

ALL the smart models! To give the youthful, straight lines of the mode! A corset for every type of figure. For the short stout woman, for the tall woman, for the youthful stout, and for the matron. Corsets that reduce, corsets that slenderize, corsets that confine excess flesh.

And Bando-Corsets that give you the lines of youth, and corset-comfort heretofore never enjoyed.

You save by ordering your corset now, while these Sale prices hold.

About Measurements

Send us your bust, waist and hip measurements, taken over your waist or dress with corset on. Tell us exactly what the tape measure says. DO NOT ADD or SUBTRACT. We will send you the correct size.

For Summer Comfort

17 Y 87—For summer comfort and a youthful, slender silhouette, wear this Two-in-One, Flesh-pink Brocade Bandeau Brassiere and Girdle combined. Reduced for this Sale.

The brassiere section hooks at side front, and the abdominal panel drops over the front of girdle and terminates in two garters which hold it firmly in place. Tape shoulder straps.

Laces in lower section of back. Light boning in back. Girdle hooks in front, with elastic at top. Four hose supporters.

SIZES: 36 to 58 bust. A bargain at our Sale Price..... **$1.79**

Postage 5¢ extra.

17 Y 61 FOR TALL STOUT WOMEN — 17 Y 71 FOR SHORT STOUT WOMEN

$4.49 ~ EACH

Reducing and Bust Confining Corset

Priced for this Sale only! A reducing Corset and bust confiner combined. The model that stout women all over, demand season after season. Thousands wear it always! The ideal corset for the woman with an unusually large bust.

Elastic bands shaped into a well-curved bust support take care of the superfluous flesh and reduce the bust. Mercerized elastic lacings at sides for adjustment.

Made of White Coutil, well-shaped, firmly and flexibly boned with Duplex boning that will not rust. Silk braid trims the top. Adjustable tape shoulder straps. Elastic inserts at the bottom in front, reduce the hips and make corset comfortable when sitting. Six heavy hose supporters. We have a separate model for tall, and one for short, stout women; each made in the correct proportions for your figure.

SIZES: 26 to 44 inches waist measure. State bust, waist and hip measures when ordering.

17 Y 61—For tall stout women; has 9-inch front clasp, with two hooks below. 18-inch side length.. **$4.49**
Postage 5¢ extra.

17 Y 71—For short stout women; 8-inch front clasp, with two hooks below. 16-inch side length..... **$4.49**
Postage 5¢ extra.

17 Y 73—Your large abdomen can easily be reduced! Or concealed, to give the stylish, straight silhouette!

Wear our adjustable, Abdominal Reducing Corset. Of strong White Coutil with a high back and low bust, 2 inches above waistline. 8-inch front clasp, with hooks below. 17-inch side length. Non-rustable Duplex boning. Four garters. Back lacing.

The special belt for reducing the abdomen is attached at each side with lacings, so it can be raised or lowered. Made of elastic and coutil.

SIZES: 26 to 48 inches waist measure. **$3.79**
Post. 5¢ ex.

Sale Ends August 31st

 IN ORDERING, please state bust, waist and hip measures, and we will send CORRECT SIZE CORSET

RUBBER REDUCING CORSETS

SLENDERIZE YOUR FIGURE

Reduce Your Hips, Waist, Thighs Safely~Comfortably~Quickly

FINEST QUALITY RUBBER ·· WITH OUTER SURFACE of FINE SILK JERSEY INNER SURFACE of FINE COTTON JERSEY

Prices Reduced for This Sale Only

How to Order

In ordering rubber corsets, girdles and brassieres, state your correct bust, waist and hip measurements, so that we may select the correct size to fit you. Have measurements taken rather tight, over your waist or dress, with corset on.

10 Y 11

$7.95

10 Y 11 BACK VIEW

SIZES 36 TO 58 BUST

10 Y 09

$5.98

10 Y 09 BACK VIEW

SIZES 28 TO 50 WAIST

10 Y 03

$3.49

10 Y 03 BACK VIEW

SIZES 36 TO 58 BUST

10 Y 11—Are you too fat all over? Bust, waist, abdomen, hips? Then wear this Rubber Bando Corset—a reducing corset and a reducing brassiere combined in one.

Of finest quality calendered, dry heat cured Flesh-pink Rubber, made dainty and appealing by an outer surface-covering of finest all-silk Jersey. Inner surface is covered with fine cotton Jersey.

To be worn with, or in place of a corset. Laces in back for readjustments. Full-length opening with hooks at left side front. Shoulder straps slip through eyelets front and back for adjustment and detachment. Four hose supporters.

SIZES: 36 to 58 bust. Regularly $8.95. Special July-August Sale Price, **$7.95**
Postage 10¢ extra.

10 Y 09—The effect is instantaneous! You *look* slimmer the first time you put the Rubber Corset on! You *are* thinner after consistent wearing! And the price named now is amazingly low!

Flesh-pink Corset of best quality calendered, dry heat cured Rubber. Inner surface covered with fine cotton Jersey. Outer surface of All-Silk Jersey. Lace back. Boned at lacings. 8-inch graduated front clasp. Hooks below. Side length 14½ inches. Six garters. Wash in soap sudsy water.

Rubber corsets cause you to perspire freely, eliminating poisons while reducing.

SIZES: 28 to 50 inches waist measure. Special 60-day Sale Price..... **$5.98**
Postage 8¢ extra.

10 Y 03—Reduce your bust by wearing this Rubber Brassiere—effective, comfortable and slenderizing. Priced within the means of every woman. Of Flesh-pink Rubber, the inner surface covered with fine cotton Jersey. Outer surface covered with all-silk Jersey. Can be washed in sudsy water.

The moment you put it on you will immediately notice that your bust *looks* smaller. By actual measurements, after wearing it a while, you will find you have gradually *reduced*.

Extra-long to come well over corset. Light boning at laces in back. Hooks at side. Detachable shoulder straps. Hook at front and back to attach it to the corset. Light weight. Very serviceable.

SIZES: 36 to 58 bust. Order to-day. Our Special July-August Sale Price for this..... **$3.49**
Postage 5¢ extra.

SAFE~SERVICEABLE~SLENDERIZING

Your Choice $3.69 EACH

All Elastic

17 Y 81—If you would reduce *all-over*—bust, waist, hips and abdomen, and do it with comfort, wear this full-length, All-Elastic Reducing Bando-Corset.

A perfect garment for support, at the same time giving the supple, natural lines of the fashionable silhouette.

Made of good quality Flesh-pink Elastic Webbing. Six garters. Lightly boned over the hips and down the back. Elastic shoulder straps. Hooks in front, making it very convenient to fasten.

SIZES: 36 to 56 bust.
Sale Price..... **$3.69**
Post. 5¢ extra.

Mercerized Brocade

17 Y 84—The same comfort, and slim, straight line the slender woman enjoys, is yours in this Abdominal and Back Reducing Bando-Corset of Flesh-pink Mercerized Brocade. Section of elastic webbing in back.

Garment hooks full-length at side. Abdominal section, under brassiere panel, is of elastic webbing, and it laces in front. Double garter attachment preserves straight line over abdomen. Four garters.

SIZES: 36 to 56 bust.
Sale Price, **$3.69**
Po. 5¢ ext.

ORDER BANDO-CORSETS by your bust measure, taken over the fullest part of bust. The comfort of the bando-corset will bring you new joy.

17 Y 01—With the special convenience of a center front fastening! Especially appreciated by the stout woman who has short arms. An extra-long Bando-Corset, of Flesh-pink Satin-striped Broche. Boning in back.

Elastic section at each side. Hooks in front. The long panels, back and front, accomplish the desirable flat effect. Four hose supporters. Ribbon shoulder straps. A real bargain.

SIZES: 36 to 58 bust.....
Postage 5¢ extra. **$1.98**

FLESH-PINK PEKIN STRIPE DIAPHRAGM REDUCER

17 Y 92—Reduce your diaphragm! Wear this Diaphragm Belt over any corset.

Of Flesh-pink Pekin Striped Coutil with elastic inserts at each side of diaphragm section. Lightly boned. Hooks at side.

SIZES: 28 to 44 inches waist measure.....
Po. 2¢ ext. **75¢**

17 Y 11

$3.98

THI-REDUCING FRONT-LACE CORSET

Most Effective for Large Thighs

17 Y 11—If your thighs are extra-large, the most effective corset for you is one especially designed for thigh reducing, such as this one, pictured at right.

Front-Lace Corset of Flesh-pink Coutil, with elastic insert at thighs, and double garter attachment for reducing purposes.

Elastic band across the top under bust, and at bottom in back. Lightly boned tongue under laces. Duplex boning that will not rust. Low bust, 2 inches above waistline. Six hose supporters. 9-inch front clasp with four hooks below. 17½-inch side length.

SIZES: 26 to 43 inches waist measure. Priced especially low for this Sale, which ends August 31st. Order now.....
Postage 5¢ extra. **$3.98**

THI-REDUCING CORSET

17 Y 07 FOR TALL STOUT WOMEN	17 Y 08 FOR SHORT STOUT WOMEN

$3.98 EACH

Oh, so many women are extra-large only in the thighs. For them, we advise this Thi-Reducing Corset of Flesh-pink Coutil with elastic inserts at each thigh.

Reinforced reducing straps with double garter attachment. Bust 2 inches above waistline. Woven wire boning. Six supporters.

SIZES: 26 to 45 inches waist measure.

17 Y 07—For tall stout women. 9-inch front clasp. 18½-inch side length,
Po. 5¢ ex. **$3.98**

17 Y 08—For short stout women. 8-inch front clasp. 16½-inch side length. Our low price.....
Po. 5¢ ex. **$3.98**

LANE BRYANT CORSETS are especially designed for every type of STOUT WOMAN

Corset Sale!

All Specially Priced

SIZES 26 TO 51 WAIST

Sizes 36 to 56 Bust

17 Y 91—Never sold lower than 79¢! Extra-size Comfort Brassiere of Flesh-pink Pekin Stripe Coutil, offered during this Sale for 69¢. May be worn with or without a corset.

Bandeau top. Panel front shaped to support and give a straight line over abdomen. Held in place by two garters. Fastens at side. Elastic in back. Lightly boned across diaphragm.

SIZES: 36 to 56 bust. Exceptional bargain. Our Sale Price..... **69¢**
Post. 2¢ ext.

17 Y 91 **69¢**

FLESH-PINK PEKIN STRIPED COMFORT BANDEAU BRASSIERE

17 Y 93 **$3.59**

FLESH-PINK "JUST SLIP-ON" ELASTIC CORSET

$3.59 for This Sale Only

17 Y 93—Topless wrap-around Girdle Corset. Flexible, youthful and delightfully comfortable. No lacings. Extra-long, full 16 inches side length.

Made of Flesh-pink Elastic Webbing, with front of durable Brocade. Duplex boning that will not rust. 8½-inch front clasp, four hooks. Four garters.

SIZES: 25 to 45 inches waist measure. State bust, waist and hip measures. Sale Price.... **$3.59**
Postage 5¢ extra.

FLESH-PINK

17 Y 94	17 Y 95
FOR SHORT STOUT WOMEN	FOR TALL STOUT WOMEN

$5.29 EACH

TWO ALUMINUM SUPPORT PLATES FITTED IN INNER BELT

"SHORT STOUT" CORSET

17 Y 85 **$1.89**

For Short Stout Women

17 Y 85—Corset for the woman of short stout figure. Cut throughout on shorter proportions, so it will fit your figure correctly. Offered at a special Sale price.

Of strong White Coutil. Reinforced over abdomen. Medium bust, 3½ inches above waistline. Graduated 8½-inch front clasp, strong hook below. 15½-inch side length. Six hose supporters. Back lacing.

SIZES: 24 to 39 inches waist measure. State bust, waist and hip measures. Sale Price, **$1.89**
Postage 5¢ extra.

17 Y 14 **$1.49**

FLESH-PINK TOPLESS GIRDLE

A Bargain

17 Y 14—Summer comfort, and the slim, straight lines of youth are achieved by this light-weight Topless Wrap-around Girdle of Flesh-pink Elastic and Brocade.

Priced specially for this Sale, and designed especially to give the stout woman, lines of grace and slenderness.

A double garter attachment across hips, reduces excess tissue and prevents corset from creeping up. Side length 12 inches. Front clasp 7½ inches, two hooks below.

SIZES: 26 to 36 ins. waist measure. Sale Price.... **$1.49**
Po. 5¢ ex.

"ABDO-LIFT" Reducing Corsets

Patented Abdo-Lift Supporting-Reducing Corset. It supports the abdomen in a different manner from other supporting corsets, and when worn properly it actually reduces the girth from 6 to 8 inches. It may also be worn as a remedial corset for holding up displaced organs and sagging abdomen. The inner belt which is attached to corset, gently lifts the abdomen and holds it in its natural place without discomfort.

Made of Flesh-pink Coutil; flexibly boned; silk embroidery-trimmed top. Attached inner belt of same material. Sewed inside the fabric of the belt there are two thin, light-weight, aluminum plates, exerting a strong but gentle upward and inward pressure. These can be easily bent to cup inward, according to the needs of the figure.

Belt laces with hooks in front, so that it can be easily adjusted to all figures. Corset 2½ inches above waistline. Laces in back. Elastic inserts at top of each side in front. Six garters.

SIZES: 26 to 51 inches waist measure. Made in two styles, one for short and one for tall stout women.

17 Y 94—For short stout women. 9-inch graduated front clasp with three hooks below. 16½-inch side length. SALE PRICE, **$5.29**
Post. 5¢ extra.

17 Y 95—For tall stout women. 9½-inch graduated front clasp, 3 hooks below. 19½-inch side length. SALE PRICE, **$5.29**
Post. 5¢ extra.

Unprecedented Values in Slips! At Just What You Want to Pay!

Sizes 36 to 58 Bust

24-INCH SHADOW-PROOF HEM
BLACK, WHITE, BROWN, NAVY BLUE

12 Y 252 IMPORTED SILK-FINISHED STRIPED SATINETTE **$2.69**

12 Y 251 STRIPED SATEEN **$1.69**

12 Y 256 **$5.98** NAVY BLUE BLACK WHITE LIGHT TAN

12 Y 53 **$2.89**

12 Y 257 **$1.00** SATEEN NAVY BLUE BLACK BROWN WHITE

GENUINE LINGETTE SLIP

24-INCH SHADOW-PROOF HEM BLACK NAVY BLUE FLESH-PINK WHITE

SATEEN 12 Y 253 **98¢ UP**

BLACK WHITE PURPLE NAVY BLUE

Self-Material Hem

Bargain in an extra-size Costume Slip. Gathers at sides for extra fulness. Hemstitched bodice top with drawstring. 24-in. hem of self material.

COLORS: Black, white, brown or navy blue. SIZES: 36 to 58 bust measure. Length about 52 inches.

12 Y 251—Of fine quality Striped Sateen. Price **$1.69** Post. 5¢ extra.

12 Y 252—Same style as above, of Imported Silk-Finished Striped Satinette. Price, **$2.69** Post. 5¢ extra.

COSTUME SLIP ALL-SILK SATIN CHARMEUSE SKIRT with Tub-Silk Top

12 Y 256—Stunning Costume Slip, to wear with your new tunic blouse.

Fashioned of beautiful quality All-Silk Satin Charmeuse, with four deep folds and a wide hem at bottom.

The bodice top is of fine quality tub silk, making it more practical for wear under a blouse.

The skirt section is slightly gathered at waist to allow plenty of room and insure graceful lines.

Your perfect fit and comfort is always guaranteed! This slip comes in four desirable colors.

COLORS: Navy blue, black, white or light tan. SIZES: 36 to 58 bust. Length about 52 inches. Price... Po. 5¢. **$5.98**

Washable Sateen Petticoat

This extra-size Washable Sateen Petticoat comes in white and dark colors, and is a very popular and practical model. Finished with two rows of hemstitching. Non-transparent. Elastic waistline.

COLORS: Black, white, purple or navy blue. LENGTHS: 34 to 40 inches. Three hip measures.

12 Y 253—48-inch hip measure. Sale Price... **98¢** Postage 5¢ extra.

12 Y 254—56-inch hip measure. Price... **$1.29** Postage 5¢ extra.

12 Y 255—66-inch hip measure. Price... **$1.59** Postage 5¢ extra.

Two Exceptional Bargains

12 Y 53—Extra-size Costume Slip of Satin-Striped Lingette, with built-up shoulders and a 24-inch shadow-proof hem of good quality cotton fabric. Hemstitched finish. Gathers at sides for extra fulness. Drawstring top.

It is the genuine lingette, the kind used in high-priced underwear. It is lovely.

COLORS: Black, navy blue, flesh-pink or white. SIZES: 36 to 58 bust measure. Entire length about 52 inches. Our Sale Price..... **$2.89** Postage 5¢ extra.

12 Y 257—Extra-size Princess Slip of fine quality Sateen, for $1.00! The lowest price at which a princess slip has ever been offered in extra-sizes.

Made with self-material shoulder straps, and gathers at the hips for extra fulness. This bargain is one that will cause a sensation among all women who recognize a value.

COLORS: Navy blue, black, brown or white. SIZES: 36 to 58 bust. Entire length about 52 inches. Our Special 60-Day Sale Price..... **$1.00** Postage 5¢ extra.

SALE PRICES! EXTRA SIZES

Fabrics that Are Smart and Serviceable

SIZES 36 TO 58 BUST

Bargains

Unusual! Extra-size Costume Slip in two materials, Imported Silk-Finished Satinette or Mercerized Pongee.

Semi-built up top, hemstitched. Hemstitched flounce at bottom. Ribbon-run top. Gathers at sides.

SIZES: 36 to 58 bust. Length about 52 inches.

12 Y 262—Of good quality Imported Silk-Finished Satinette. Orchid, white, black or flesh-pink. Price... Po. 5¢. **$1.98**

12 Y 263—Of fine quality Mercerized Pongee. Black, white honeydew or Belgian blue. Special Sale Price... Po. 5¢. **$2.49**

Big Values

Extra-size Costume Slip in either Fibre-Silk Jersey or All-Silk Washable Satin, with gathers at hips for extra fulness.

Finely pleated ruffle and bands of self material. Built-up shoulders.

SIZES: 36 to 58 bust. Length about 52 ins.

12 Y 260—Of Fibre-Silk Jersey. COLORS: Black, navy blue, white or gray... Po. 5¢ ex. **$3.98**

12 Y 261—Fashioned of All-Silk Washable Satin, with hemstitched top. COLORS: Black, navy blue, white or sandalwood. Our Sale Price..... Po. 5¢ ex. **$5.98**

Blue and White Stripe

49¢ up! For our standard superior quality. Blue-and-White Striped Gingham Petticoat with drawstring top and scalloped edge. Cut extra-full and roomy. A big bargain at our low price, and the sort of petticoat that women always need to have a few of.

There's no place else where the stout woman can buy a petticoat, that she knows will be full enough across the hips. This one is guaranteed to fit.

LENGTHS: 34 to 40 inches; in three hip measures: 48, 56 and 66 inches. Each unusually low-priced.

12 Y 264—48-inch hip measure. Price..... Postage 3¢ extra. **49¢**

12 Y 265—56-inch hip measure. Price..... Postage 3¢ extra. **59¢**

12 Y 266—66-inch hip measure. Price..... Postage 3¢ extra. **69¢**

Radium Silk

12 Y 258—Handsome Costume Slip of Radium Silk, beautifully embroidered in self-color floral motifs and at hemline.

Lovely to wear with your best frock. Built-up shoulders. Hemstitched drawstring top. Gathers at sides.

COLORS: White, black, gray or navy blue. SIZES: 36 to 58 bust. Length about 52 inches. Price... Post. 5¢ extra. **$6.98**

Sateen

12 Y 259—Specially priced for this Sale only. Extra-size Costume Slip of fine quality Sateen, in the most practical colors.

Two tucks at the bottom for a finish. Gathers at sides for extra fulness. Built-up shoulders; drawstring top.

COLORS: White, black, navy blue or brown. SIZES: 36 to 58 bust. Length about 52 inches. Sale Price..... Postage 5¢ extra. **$1.59**

Slips are Essential to Straight-Line Frocks

Special Values — Satisfaction Guaranteed

Extra Sizes **36 to 58 Bust**

All are Shadow-Proof with 24-inch Hem

24-INCH SHADOW-PROOF HEM
14Y351
$1.79

Extra-Sizes

14 Y 351—Bargain in a Princess Slip of good quality White Nainsook. Imported embroidered organdie and rows of lace insertion and French lace net trim it. Net and insertion shoulder straps.

A 24-inch hem of self material makes it shadow-proof. Silk tape-run bodice top. Gathers at sides for fulness.

WHITE ONLY. SIZES: 36 to 58 bust. Length about 52 inches. Price..... **$1.79**
Postage 4¢ extra.

Hand-Embroidered

14 Y 352—A Sale Special. Extra-size Princess Slip of White Nainsook with built-up shoulders. Hemstitching and hand-embroidery in pastel colors trim the front. 24-inch shadow-proof hem of self material.

Hemstitched top and armholes. Gathers at sides for extra fulness. Drawstring top.

Summer means light dresses, and light dresses mean that you need light-colored slips to wear with them. At these prices you can afford plenty, for comfort.

SIZES: 36 to 58 bust. Length about 52 inches. Sale Price.... **$1.69**
Post. 4¢ ext.

HAND EMBROIDERED

24-INCH SHADOW-PROOF HEM
14Y352
$1.69

24-INCH SHADOW-PROOF HEM
14Y353
$1.29

Tailored Style Priced Very Low

14 Y 353—Princess Slip in a strictly tailored model, of fine White Nainsook. Hemstitched bodice top and design in front.

A 24-inch hem of self material makes it absolutely shadow-proof. Gathers at sides. Drawstring at top. Self-material shoulder straps.

Save yourself the trouble of going to your nearest city to find a slip. For nowhere will you find a bigger or better assortment than ours. And you could not find one in any store as low in price as this! And in sizes guaranteed to fit you comfortably. Send us your order to-day. Satisfaction guaranteed.

SIZES: 36 to 58 bust measure. Entire length about 52 inches. Our July-August Sale Price..... **$1.29**
Post. 4¢ extra.

14Y355
79¢

14 Y 355—Here is a bargain worthy of consideration! Only 79¢. For an Envelope Chemise of White Nainsook. Cut full and roomy.

Colored hemstitching at neck and armholes and across the front. Lace edging at bottom. Silk tape-run top. Very good value.

SIZES: 36 to 58 bust. Special Sale Price..... **79¢**
Postage 2¢ extra.

24-INCH SHADOW-PROOF HEM
14Y354
$1.98

Exceptional Offer

14 Y 354—Sale offer! Extra-size Nainsook Princess Slip. Valenciennes lace makes the yoke effect and trims neck and armholes. Embroidered organdie insert in front.

Ribbon-run top. Gathers at sides. 24-inch shadow-proof hem of self material.

WHITE ONLY. SIZES: 36 to 58 bust. Entire length about 52 inches. Sale ends August 31st, so order now and save money. Our Sale Price..... **$1.98**
Postage 4¢ extra.

14Y356
69¢ UP
FLESH-PINK OR WHITE

HAND-EMBROIDERED "STEP-IN"

Lovely quality! Exceptional value! "Step-In" Drawers of fine Nainsook. Hemstitching, hand-made French knots and lace medallions trim it. Elastic waistband.

COLORS: Flesh-pink or white. About 28 inches long. Cut extra-full in every size.

14 Y 356—48-inch hip measure.....69¢
14 Y 357—56-inch hip measure.....79¢
14 Y 358—68-inch hip measure.....89¢
Postage 2¢ extra on each.

LANE BRYANT UNDERWEAR is cut full and roomy. Guaranteed to fit STOUT WOMEN.

July-August White Sale

Extra Sizes — Reduced Prices
Every One a BARGAIN!

14 Y 359—Why, a small, skimpy Gown costs that! And here is an extra-size Nightgown for 79¢!

Of fine White Nainsook with fancy colored hemstitching outlining neck and sleeves, and forming design in front. An unusual bargain. Send your order to-day. Satisfaction guaranteed.

SIZES: 36 to 58 bust. Our Special Sale Price..... **79¢**
Postage 4¢ extra.

14 Y 360—Unusual bargain in an open-front, long-sleeve, extra-size Cambric Nightgown!

Of good quality White Cambric, with front yoke composed of rows of tucking and embroidery insertion. Embroidery trims neck and sleeves. Strong, double back yoke. Guaranteed to fit comfortably.

SIZES: 36 to 58 bust. Our Special Sale Price... **$1.19**
Postage 4¢ extra.

Hand-Embroidered

14 Y 361—Simply adorable! Hand-embroidered, extra-size Nightgown for 98¢. In the loveliest Nainsook! Flesh-pink.

Hand-embroidered French knots and dainty scalloped lingerie braid at neck. Stitching at neck and on sleeves. Indeed an unusual bargain.

FLESH-PINK ONLY.

SIZES: 36 to 58 bust. Send for this gown to-day. Our July-August Sale Price..... **98¢**
Postage 4¢ extra.

"SADDLE SEAT" BLOOMERS

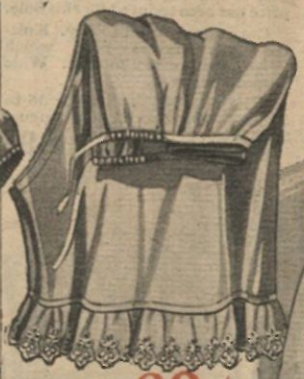
14Y341 SATEEN **65¢**

14Y117 IMPORTED SATINETTE **95¢ UP**

Bloomers of Sateen or Imported Satinette, with reinforced saddle seat. Elastic at waist and knees. COLORS: Black, navy blue, flesh-pink or white. LENGTH: 29 ins.

Sateen	*Satinette*
14 Y 341—48-inch hip...65¢	14 Y 117—48-inch hip...95¢
14 Y 342—56-inch hip...85¢	14 Y 118—56-inch hip..$1.25
14 Y 343—68-inch hip...95¢	14 Y 119—68-inch hip..$1.45

Postage 2¢ extra on each.



14 Y 315 **69¢ UP**

A Bargain

Still as popular as any undergarment. There are thousands of stout women who prefer this style of Drawers.

Extra-size, open style Drawers of White Cambric, with ruffle of embroidery. Drawstring top.

LENGTH: About 28 ins. 36 to 48-inch waist.

14 Y 315—36-inch waist measure.... **69¢**
14 Y 316—40-inch waist measure.... **79¢**
14 Y 317—48-inch waist measure.... **89¢**
Post. 2¢ ext. on each.

14Y362 **$1.69**

HAND-EMBROIDERED WASHABLE CREPE

14 Y 362—Sleeveless Grecian style Gown of fine quality Washable Crepe. The neck and armholes are finished with piping in contrasting color. Hand-embroidery in front. Rows of shirring at each side front and across the top of back.

Flesh-pink, white or orchid. SIZES: 36 to 58 bust.. **$1.69**
Postage 4¢ extra.

14Y363 **89¢**

SPECIALLY PRICED FOR THIS SALE

14 Y 363—Was never priced so low. Only 89¢! Extra-size Nightgown of fine White Nainsook, trimmed with embroidery. Ribbon-run neck. Short sleeves. Cut amply full.

WHITE ONLY. SIZES: 36 to 58 bust. Sale ends August 31st. Send your order now. Our exceptionally low price..... **89¢**
Postage 4¢ extra.

Extra-Size Underwear

BARGAIN PRICES *for* THIS SALE ONLY

EXTRA-LONG

11Y80 **49¢**

11 Y 80—Special bargain in an extra-long, light summer-weight Vest of fine White Cotton.

Low neck, sleeveless, very elastic. Band-finished neck and armholes; drawstring. Non-slip shoulders.

SIZES: 36 to 56 bust. Matches drawers No. 11Y83. Price, **49¢**
Postage 2¢ extra.

11Y38 **69¢**

11 Y 38—Bargain in a light summer-weight Vest of fine quality Silk Lisle (mercerized). Very elastic. Extra-wide, extra-long. Drawstring. Non-slip shoulders.

COLORS: Flesh-pink or white.
SIZES: 38 to 56 bust. Sale Price..... **69¢**
Postage 2¢ extra.

11Y4 **49¢**

Sale Feature

11 Y 4—As a feature of this Sale! Extra-size Vest of fine quality White Cotton. Bodice top. Ribbon straps. Crocheted lace finish. Silk tape drawstring.

SIZES: 36 to 56 bust. Sale Price..... **49¢**
Postage 2¢ extra.

11Y96 **89¢**

STRIPED NAINSOOK "STEP-IN" STYLE

FLESH-PINK OR WHITE NAINSOOK 11Y91 **98¢**

Athletic Union Suits, 36 to 58 Bust

11 Y 96—Women are just mad about the summer comfort of this "Step-in" style Athletic Union Suit, of fancy Striped Nainsook. One of our regular models whose price has been reduced for this Sale.

Cut extra-full and roomy. Knitted insert across back which "gives" with every motion. Wide lapped open seat.

WHITE ONLY. SIZES: 36 to 58 bust. Our Special July-August Sale Price..... **89¢**
Postage 4¢ extra.

11 Y 91—Every season we sell thousands of these Athletic Union Suits. They are famous for their low price and their value.

Extra-size Athletic Union Suit of fine quality Checked Nainsook, with built-up shoulder. Knitted insert across back, which "gives" with every motion. Buttons in front. Wide lapped open seat, wide knee. A real bargain.

COLORS: Flesh-pink or white.
SIZES: 36 to 58 bust.... **98¢**
Postage 4¢ extra.

11Y103 **98¢**

Sizes 36 to 50 Bust

11 Y 103—Another underwear bargain for you. "Step-In" Union Suit of good quality White Nainsook with ribbed cotton umbrella leg sections. Shell-stitched. Hemstitched bodice top and shoulder straps. Closed crotch.

WHITE ONLY. SIZES: 36 to 50 bust. Priced especially for this Sale, which ends August 31st. Order now..... **98¢**
Postage 4¢ extra.

2 VESTS *for* 49¢

11 Y 14—A tremendous factory output makes this value possible. We saved money in the manufacturing of this supply by clever pre-seasonal buying. The savings we pass on to you.

Extra-size Vests for stout women, of elastic knit White Cotton. Two for 49¢. Crocheted neck and armholes. Tape drawstring at neck.

SIZES: 36 to 50 bust. Our Sale Price..... **2 Vests for 49¢**
Postage 3¢ extra.

11Y83 **49¢**

11 Y 83—Extra-size Umbrella Knee Drawers of elastic knit, light summer-weight White Cotton. Open style. Lace at knee. Cambric waistband. A bargain.

SIZES: Corresponding to 36 to 56 bust (state bust measure). Matches Vest No. 11Y80, pictured and described at upper left of this page. Our Sale Price..... **49¢**
Post. 2¢ extra.

FLESH-PINK, WHITE OR BLACK COTTON JERSEY BLOOMERS

YOUR CHOICE of 3 COLORS *EACH*..... **59¢ UP**

Extra-size, light-weight Cotton Jersey Bloomers, with elastic at waist and knee. Reinforced crotch. A weight you can wear all the year round. Priced especially low for this 60-day Sale.

COLORS: Flesh-pink, white or black. Length about 29 inches.

11 Y 88—56-inch hip.... **59¢**
Postage 2¢ extra.

11 Y 89—68-inch hip.... **69¢**
Postage 2¢ extra.

BARGAINS
Extra-Size Summer-Weight Union Suits

SIZES 36 TO 56 BUST

FLESH PINK OR WHITE COMBED COTTON CLOSED CROTCH

11 Y 33

89¢

11 Y 33—Look, only 89¢! Lowest price possible. The undergarment value that surpasses *all* ever presented! Extra-size Union Suit of fine quality light summer-weight Combed Cotton, in famous "three-piece cut," to eliminate any uncomfortable pull or tension and assure perfect fit.

Shell-stitched lower edge. Umbrella knee. Bodice top with drawstring. Closed crotch. Send order now. Satisfaction guaranteed.

COLORS: Flesh-pink or white. SIZES: 38 to 56 bust. July–August Sale Price..... **89¢**
Postage 4¢ extra.

11 Y 48 **98¢**

Choice of Two Styles

98¢ EACH

11 Y 104 **98¢**

ARTIFICIAL SILK STRIPE COMBED COTTON

Loose knee or tight knee. Your choice 98¢. A feature of this Sale. Union Suit of fine quality White Combed Cotton with artificial Silk Stripe. Open style. Tailored neck and armholes.

SIZES: 36 to 56 bust. Comes in two styles.

11 Y 48—Tight knee. Sale Price..... **98¢**
Postage 4¢ extra.

11 Y 104—Wide, shell-stitched knee..... **98¢**
Postage 4¢ extra.

11 Y 99

2 for $1.00

Sizes 36 to 50 Bust Only

Phenomenal

11 Y 99—Priced to appeal to all. 2 Union Suits for $1.00! An outstanding value in a book of tremendous bargains!

Union Suits of light summer-weight, elastic knit, fine grade White Cotton. Wide lace-trimmed knee. Open style. Wide lapped seat.

WHITE ONLY. SIZES: 36 to 50 bust. Our Special Sale Price, Po. 6¢ ext. **2 for $1.00**

11 Y 73 **65¢**

CLOSED CROTCH

65¢ each. For either of these Union Suits! Exceptional in value, and special for this Sale. You'll be glad that you ordered these!

Closed Crotch

11 Y 73—Reduced from 79¢. Closed-crotch Union Suit of summer-weight White Cotton.

Extra-wide umbrella knee affords all the convenience of the open seat style. Tailor-finished top with drawstring. Lace at knee. Cut extra-full.

SIZES: 36 to 56 bust. A wonderful bargain. Our Special Sale Price... **65¢**
Post. 4¢ ext.

Open Style

11 Y 98—Extra-size Union Suit of fine grade, light summer-weight White Cotton.

Cut extra-long from shoulder to crotch. Tailor-finished top with drawstring. Wide shell-stitched knee. Open style.

SIZES: 36 to 56 bust. A bargain at our Special Sale Price..... **65¢**
Post. 4¢ extra.

11 Y 98 **65¢**

Value 69¢

11 Y 69—Our biggest seller at 69¢, its regular price. Now 59¢ for this Sale only. We shall sell thousands. Be one of those who profit by this Sale.

Union Suit of light summer-weight, elastic knit, fine grade White Cotton. Knee length. Tailor-finished neck and armholes. Close-fitting knee. Open style. Wide lapped seat.

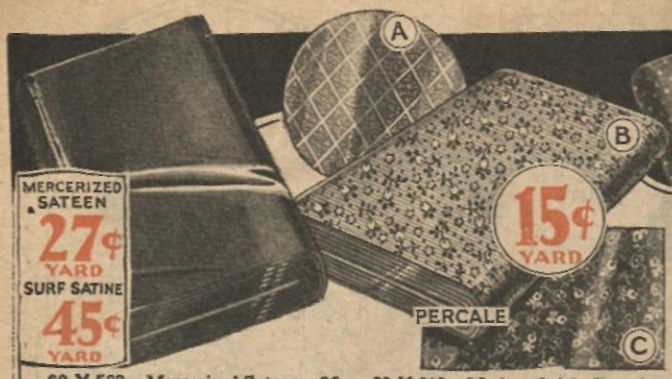
White Only. SIZES: 36 to 56 bust. Our Special 60-Day Sale Price.... **59¢**
Po. 4¢.

Buy Now and Save

Sale Ends August 31st

11 Y 69

59¢



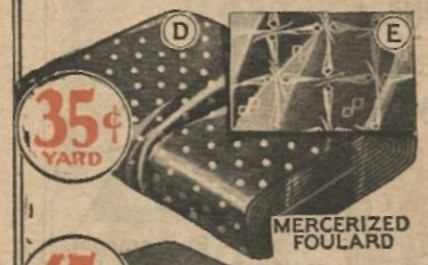
60 Y 568—Mercerized Sateen. 36 inches wide. White, light blue, pink, orchid, navy blue, black, brown, Copenhagen blue, rose, maize, tan, Nile green, gray, red or peach. Yard..... **27¢**
Postage 1¢ per yard.

60 Y 567—Surf Satine. 36 inches wide. Navy blue, brown, black or white. Yard..... **45¢**
Postage 1¢ per yard.

60 Y 613—Madras-finish Percale. 36 inches wide. Three patterns.

The practical housewife will recognize a most unusual value in this, and will order it at once.

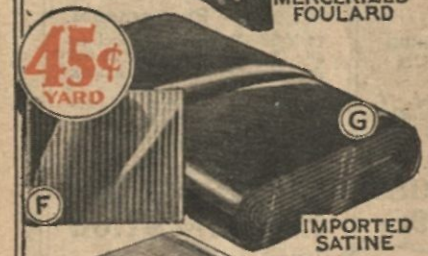
Pattern A—Small plaid: Blue, orange, green, heliotrope, rose, each with white. B—Floral: Gray, with white. C—Fancy: Indigo blue, with white. Per yard.... **15¢**
Postage 1¢ per yard.



Foulard

60 Y 553—Printed Mercerized Foulard. 32 ins.

Pattern D—Polka Dots: Navy blue, black, brown, each with white. Pattern E—Fancy: Navy, black or brown, each with contrasting color. Yard.... **35¢**
Post. 1¢ per yd.



Satine

60 Y 544—Imported Self-striped or Plain Satine. Width 36 inches.

White, pink, light blue, tan, rose, maize, orchid, navy blue, black, dark brown, peach or gray.

F—Self-striped Satine. G—Plain Satine. Per yard..... **45¢**
Post. 1¢ per yd.

Plain Voile

Voile—39 inches wide. COLORS: Pink, rose, tan, Copenhagen blue, gray, navy blue, orchid, black, Reseda green, brown, peach or white.

60 Y 547—Good quality. Yard... **23¢**

60 Y 548—Better quality. Yard... **29¢**

60 Y 549—Imported quality. Price, per yard..... **49¢**
Post. 1¢ per yd. each.

Normandy Voile

60 Y 556—Normandy Applique Voile; 38 ins.

H—Navy blue, black, brown, lavender or gray, each with white dots; white-and-black, white-and-blue, navy blue-and-gold, gray-and-rose or tan-and-blue dots. I—White-and-black; tan-and-Copenhagen blue; navy blue, black, brown or lavender, with white figures. Yard.. **45¢**
Post. 1¢ per yd.

Mignonette

60 Y 251—Fibre-Silk Mignonette. 36 in. wide.

Black, dark brown, light blue, navy blue, white, pink, orchid, Jade green, maize, peach, henna, rose or cocoa-brown. J—Plain; K—Fancy drop-stitch. Yard, **89¢**
Post. 1¢ per yd.

60 Y 554—Fine quality Printed Dotted Voile, in an interesting assortment of colors.

COLORS: Navy-blue-and-gold dots, navy blue-and-white dots, black-and-white dots, brown-and-white dots, heliotrope-and-white dots. Width 39 inches. Yard. **29¢**
Po. 1¢ per yd.

60 Y 546—Fast color Dress Linene. Wears remarkably well and always looks stylish. You ought to make a dress of it.

COLORS: Green, brown, white, tan, pink, Copenhagen blue, lavender, rose or peach. Width 34 inches. Yard, **27¢**
Post. 1¢ yd.

Imported Irish Dress Linen. 36 inches wide.

COLORS: Peach, white, green, Copenhagen blue, rose, brown, lavender, gray or tan.

60 Y 555—Fine quality. Per yard, **59¢**
Post. 1¢ yd.

60 Y 588—Finest quality; fully shrunk. Price, per yard..... **79¢**
Post. 1¢ yd.

Reduced! All-Silk Canton Crepe. 39 ins. wide. In every smart shade. Why not make yourself a dress of it?

COLORS: Navy blue, black, gray, cocoa-brown, white, flesh-pink, henna-rust, tan, dark brown, Lanvin green or Chinese blue

60 Y 206—Good quality. Yard, Po. 2¢ yd. **$1.89**

60 Y 207—Better quality. Yard, Po. 2¢ yd. **$2.79**

Reduced! All-Silk Satin-faced Canton Crepe. Can be used on both sides. 39 ins. wide. Two qualities.

Navy blue, black, cocoa-brown, dark brown, white, henna, blonde (shade of tan).

60 Y 210—Good quality. Yd., Po. 2¢ yd. **$1.98**

60 Y 211—Better quality. Price, per yard... Po. 2¢ yd. **$2.89**

Fine, Imported All-Silk Pongee in natural tan color; very smart for women's and children's dresses, for waists and skirts.

Decorators use it for windows and hangings.

NATURAL TAN.

60 Y 208—Good quality. 33 inches wide. Price, per yd., **89¢**
Post. 1¢ yd.

60 Y 224—Best quality. 50 inches wide. Price, yd., Po. 1¢ yd. **$1.49**

ENGLISH BROADCLOTH

Fast color, fine quality Imported English Broadcloth. A mercerized fabric, similar in weave to fine poplin. Width 36 inches. Plain or striped.

60 Y 579—Plain: White, light blue, tan, peach, gray, rose, green, brown, pink, orchid. Yd. **45¢**
Post. 1¢ per yd.

60 Y 581—Striped English Broadcloth. Tan-and-brown, green-and-white, Copenhagen blue-and-white, rose-and-white, orange-and-white. Sale Price, per yard... **59¢**
Post. 1¢ per yd.

Sale Ends August 31st

DIAPER SPECIALS! 60-DAY SALE

10 YDS. $1.49 UP

DIAPER FLANNEL

A bargain in soft, absorbent, Snow-white Diaper Flannel, fleeced on both sides. The regular Lane Bryant quality, famous because of its superiority. 10-yard bolts only. In 3 widths.

60 Y 531—24-in. width. 10 yds.. **$1.49**
60 Y 532—27-in. width. 10 yds.. **$1.69**
60 Y 533—36-in. width. 10 yds.. **$2.19**
Postage 10¢ per bolt.

BIRDSEYE

Fine grade Birdseye Diaper Cloth. Snow-white, absorbent, non-irritating.

60 Y 535—20 ins. wide. 10 yds... **$1.39**
60 Y 536—24 ins. wide. 10 yds... **$1.59**
60 Y 537—27 ins. wide. 10 yds... **$1.79**
60 Y 538—30 ins. wide. 10 yds... **$1.98**
60 Y 586—36 ins. wide. 10 yds... **$2.29**
Postage 8¢ per bolt.

10 YDS. $1.39 UP

Nainsook

Lane Bryant is offering you a special bargain in this superior quality Full-bleached White Nainsook. 36 ins. wide.

Send in for a piece to make your underwear, or dresses for the baby.

60 Y 514—Good quality. Sale Price, 10-yd. bolt, **$1.29**
60 Y 515—Better quality. Sale Price, 10-yd. bolt, **$1.69**
60 Y 516—Extra-good quality. 10 yards..... **$1.98**
60 Y 517—Our finest quality. 10 yards..... **$2.49**
Postage 8¢ per bolt.

Long Cloth

Full-bleached, fine thread Long Cloth, 36 inches wide. In sanitary envelopes. Snow-white.

60 Y 511—Good quality. 10 yards... Po. 8¢ ext. **$1.29**
60 Y 512—Better quality. 10-yd. bolt. Po. 8¢ ext. **$1.69**
60 Y 513—Our best quality. 10 yds. Po. 8¢ ext. **$1.98**

RUBBER SHEETING

49¢ UP YARD

Double Coated

White Rubber Sheeting. Double coated. Fine, serviceable quality. An absolute necessity where there are babies. 3 widths.

60 Y 569—27 inches wide. Yard, Postage 2¢ per yd. **49¢**
60 Y 570—36 inches wide. Yard, Postage 2¢ per yd. **69¢**
60 Y 571—54 ins. wide. Yd., Postage 2¢ per yd. **$1.09**

Big Bargains in Flannel

For Petticoats

60 Y 106—Silk-Embroidered Flannel, nearly All-Wool. Makes lovely baby petticoats. Cream-white.

Three Patterns: N—deep scallop; O—scalloped; P—hemstitched. Width 26 ins. Per yard... Post. 1¢ per yd. **89¢**

Wool Flannel

60 Y 103—Cream-white Wool-mixed Flannel. 26 inches wide. Yd. Post. 1¢ per yd. **45¢**

60 Y 102—Superior quality French Flannel, guaranteed All-Wool. 26 ins. wide. Cream-white. Reduced for this Sale. Buy now. Sale ends August 31st. Price, yard, Post. 1¢ per yd. **89¢**

Eiderdown

Soft, fleecy Eiderdown, nearly All-Wool; light in weight but very warm. For negligee garments, babies' coverlets, coats and wraps.

COLORS: Cream-white, pink or light blue. Width 36 inches. A bargain.

60 Y 104—Single-faced. Sale Price, yard.. Post. 2¢ per yd. **98¢**
60 Y 105—Double-faced. Price, yard... Post. 2¢ yd. **$1.39**

Cashmere

60 Y 101—Very fine quality All-Wool Cashmere. Cream-white. 36 ins. wide.

A very superior quality, warm and soft. Especially suited for babies' fine outerwear garments, such as capes, coats, sacques and kimonos. Special Sale Price, yard... Post. 1¢ yd. **$1.19**

UNDERWEAR CREPE

60 Y 543—Fine quality Cotton Underwear Crepe. Pattern R—Bluebird; S—Plain.

COLORS: White, light blue, flesh-pink, honeydew or orchid. Width 30 ins. Yard.. Postage 1¢ per yard. **23¢**

BABY CLOTH

60 Y 502—Soft-finished Mercerized Baby Cloth, fine and smooth in texture. It will make delightfully dainty baby dresses, slips, etc.

White, pink or baby blue. Width 30 inches. Per yard..... Postage 1¢ per yard. **23¢**

CHEESE CLOTH

60 Y 534—Famous Curity Cheese Cloth. 36 inches wide. In sanitary sealed packages. A wonderful bargain. You really ought always have a bolt of this on hand. Our Special July-August Sale Price, 10-yard bolt..... Postage 6¢ per bolt. **63¢**

JAPANESE CREPE

60 Y 576—Imported Japanese Crepe. 30 inches wide. Makes house dresses, negligees, aprons, children's rompers and dresses.

White, green, honeydew, tan, light blue, rose, orchid, pink or Copenhagen blue. Yard.. Postage 1¢ per yard. **25¢**

BABY GINGHAM

60 Y 520—Lane Bryant "Baby" Gingham. Fast colors. Width 27 inches.

Pattern T—Pin check: pink, blue, tan or red. Pattern U—corded check: pink, blue, orchid or tan. Pattern V—solid color: pink, blue, tan or green. July-August Sale Price, per yard..... Post. 1¢ per yd. **17¢**

Summer Underthings at Unusual Savings!

Sizes Up to 8 Years

9 Y 703 53¢

9 Y 701 49¢

9 Y 703—Boys' Combination Suit of White Cross-bar Nainsook. Reinforced and taped buttons. Adjustable shoulder straps. Garter tabs. Drop seat.
SIZES: 2 to 8 years.
Price..... Post. 2¢ ext. **53¢**

Only 49¢

9 Y 701—Combination Suit of White Cross-bar Nainsook. Taped buttons; garter tabs. Front closing; drop seat.
SIZES: 2 to 8 years.
Price..... Post. 2¢ ext. **49¢**

9 Y 1912 25¢ TWO QUALITIES

Lap-over Shirts reduced. Double thickness gives extra warmth over abdomen. Convenient to put on. Fastens in back with safety pin.
SIZES: 1 to 6.

9 Y 1912—Of White Cotton, with shell-stitched edge. Sale Price..... Post. 1¢ extra. **25¢**

9 Y 1914—Good quality Wool-mixed Cotton. Shell-stitched. Cream-white. Sale Price Post. 1¢ extra. **45¢**

Shoulder Bands. Specially priced for this Sale.
SIZES: 1 to 6.

9 Y 1927—Of fine White Combed Cotton. Shell-stitched... **23¢**

9 Y 1928—Light summer-weight, White Silk (mercerized) Lisle. Sale Price..... **33¢**

9 Y 1923—Of Wool-mixed Cotton. Cream-white.... **35¢**

9 Y 1924—Of 50% Wool. Silk shell-stitch. Cream-white... **49¢**
Post. 1¢ ext. each.

9 Y 1927 23¢ FOUR QUALITIES

9 Y 1909 59¢ 9 Y 1910 53¢ 9 Y 1911 35¢

Two Qualities in Each Style

SILKALINE-LISLE-AND-WOOL or SILK-LISLE-AND-WOOL

Reduced! Lap-over Shirts. Two materials. Shell-stitched. Cream-white.
SIZES: 1 to 6.

9 Y 1909—Of Silkaline-Lisle-and-Wool. Pin back.... Post. 1¢ ext. **59¢**

9 Y 1901—Of Silk-Lisle-and-Wool. Tie back. Silk tape-run neck. Price, Post. 1¢ ext. **89¢**

Button-Front Shirts. Also reduced! Silk tape at neck. Shell-stitched. Good value. Cream-white.
SIZES: 1 to 6.

9 Y 1910—Of Silkaline-Lisle-and-Wool. Sale Price... Post. 1¢ ext. **53¢**

9 Y 1903—Of Silk-Lisle-and-Wool. Our Sale Price... Post. 1¢ ext. **69¢**

Shoulder Bands, of superior quality. Regular values reduced! Reinforced tabs. Cream-white.
SIZES: 1 to 6.

9 Y 1911—Of Silkaline-Lisle-and-Wool... **35¢**

9 Y 1902—Of Silk-Lisle-and-Wool..... **53¢**
Post. 1¢ ex. each.

CAMBRIC

9 Y 749 17¢ 9 Y 753 23¢

COMBINATION WAIST AND UNION SUIT

9 Y 1929 45¢

9 Y 749 Drawer Waist of White Cambric. Metal tubes for garter pins. Closes in back. Taped buttons. Reinforced seams. Sizes: 2 to 8 years..... Post. 1¢ ext. **17¢**

9 Y 753—Diaper Drawers of White Cambric. Legs trimmed with embroidery. Waistband and buttonholes.
SIZES: 1, 2 and 3 years..... Post. 2¢ ext. **23¢**

9 Y 1929—Fine Cotton Combination Waist and Union Suit. Reinforced shoulder straps and taped buttons. Drop seat. White only.
SIZES: 2 to 8 years.
Price..... Post. 2¢ ext. **45¢**

Sale in Summer Stockings!

9 Y 1819 25¢ 9 Y 1813 55¢ 9 Y 1816 35¢ 9 Y 1820 59¢

9 Y 1819 Socks of Mercerized Lisle, with drop-stitch artificial silk stripe top. White, with assorted stripes. SIZES: 4 to 8½. Pair... Po. 1¢. **25¢**

9 Y 1813 Thread-Silk Socks. Hand-crocheted top. Reinforced heels, toes. White, pink, blue or pongee-tan. Sizes: 4 to 6½... Po. 1¢. **55¢**

9 Y 1816—Infants' Cashmere Hose, half-wool. Silk heel and toe. Cream-white or cordovan brown. Sizes: 4 to 6½. Price, pair.... Po. 1¢. **35¢**

9 Y 1820—Silk-and-Wool English Rib Cashmere Hose; reinforced heel and toe. Cream-white. SIZES: 4 to 6½. Sale Price, pair... Po. 1¢. **59¢**

9 Y 767 49¢ 9 Y 768 49¢ 9 Y 715 35¢

FLANNELETTE

9 Y 767—A bargain in an Infant's Gown of good quality White Flannelette, shell-stitched in pink or blue. Drawstring bottom. Infants' Size Only. Sale Price..... Post. 2¢ extra. **49¢**

9 Y 768—Infants' White Flannelette Kimono, with pink or blue shell-and-fancy-stitching. Frogs to match. White, trimmed with pink or blue. Infants' Size. Price.... Post. 2¢ extra. **49¢**

9 Y 715—Priced low. Gertrude Petticoat of White Flannelette. Shell-stitching at neck, armholes and lower edge. Buttons on shoulders. Infants' Size Only. Our Sale Price.. Post. 2¢ extra. **35¢**

Where's the Little Boy or Girl Who Doesn't Love a Play-Suit?

And Mother—They Mean Savings to You in MONEY and LAUNDRY

WINDSOR CREPE

CROSS-BAR NAINSOOK

9 Y 722—Reduced from 98¢. For this Sale only. Girls' one-piece Pajama of Windsor Crepe; cunning figures in colors.
Contrasting color stitching and shirring. Drop seat.
Flesh-pink, white or blue. SIZES: 2, 4 and 6 years. Sale Price..... **89¢**
Post. 2¢ ext.

9 Y 764—Priced especially for your savings. One-piece Pajama for boys or girls.
Of White Crossbar Nainsook. Mercerized frogs. Drop seat, ankle length, short sleeves. One pocket. A bargain.
SIZES: 2, 4 and 6 years..... **74¢**
Post. 2¢ ext.

9 Y 765—And here is a savings for baby, too. Do you realize how really inexpensive this is?
One-piece Pajama Suit of Cross-bar Nainsook. Drop seat. Buttons in back.
COLORS: White, pink or blue. SIZES: 1, 2 and 3 years. Sale Price..... **54¢**
Post. 2¢ ext.

STEIFEL CLOTH

KHAKI JEAN

9 Y 482—Overalls of Navy blue-and-White Striped Steifel Cloth, bound with red. Buttons on shoulders.
SIZES: 2, 4 and 6 years. Our Sale Price..... **49¢**
Po. 2¢ ext.

9 Y 474—Save yourself money and hard work. Get your little girl this serviceable one-piece Bloomer Suit of Khaki Jean. Drop seat.
SIZES: 2, 3, 4, 5 and 6 years. Price.. **$1.19**
Po. 2¢.

9 Y 464
89¢

TWO-PIECE KHAKI JEAN SUIT

9 Y 464—This two-piece Khaki Jean Play Suit does not show dirt, is cool to wear, and is priced at a big savings. Pants button onto blouse. Separate belt.
KHAKI ONLY. SIZES: 3, 4, 5, 6 and 7 years. Our Special July-August Sale Price..... **89¢**
Postage 3¢ extra.

NAINSOOK

Combination

9 Y 766—Just think! Only 89¢! And it really serves as two garments. So you see, you really make a two-fold savings.

Cunning Nainsook Petticoat and Bloomer Combination. Tucks and lace trim flounce of petticoat. Opens in back, with drop seat. Elastic knee bands.

White or flesh-pink. SIZES: 2, 3, 4, 5 and 6 yrs. Price..... **89¢**
Po. 2¢ ext.

MERCERIZED POPLIN

Only 69¢

9 Y 483—Straight leg Romper Suit of fine quality Mercerized Poplin with contrasting color trimming, and embroidery on sleeves. Drop seat.
COLORS: White with corn, white with blue, white with pink. SIZES: 2, 3 and 4 years..... **98¢**
Post. 3¢ ext.

9 Y 558—Reduced to 69¢. Dress of fine White Nainsook with cunning hand-embroidered Peter Pan collar and cuffs. Buttoned in back. For boy or girl.
SIZES: 6 months, 1 and 2 years. Sale Price..... **69¢**
Post. 2¢ ext.

MERCERIZED POPLIN

9 Y 484—Dutch style Creeper of fine Mercerized Poplin. Embroidered in contrasting color. Elastic at knees. Buttons inside legs.
White, blue or honeydew. SIZES: 6 months, 1 and 2 years. Price..... **89¢**
Postage 2¢ extra.

NAINSOOK

Bishop Slip

9 Y 551—Priced at 35¢ for 60 days only. Bishop Slip of White Nainsook.
Lace trims neck and sleeves. Cut full and well made. Baby needs so many. Order while Sale lasts.
Infants' Size Only. Our Sale Price..... **35¢**
Postage 2¢ extra.

Diaper Bargains

Bargains in Diapers. Standard quality Birdseye. Reduced! Four sizes; each size priced specially for this Sale. Soft, absorbent and non-irritating. Cut and hemmed. In sealed package, aseptic and sanitary.

9 Y 02—20x20 inches. Our July-August Sale Price, per dozen..... **99¢**
Postage 4¢ extra.

9 Y 03—24x24 inches. Our July-August Sale Price, per dozen..... **$1.49**
Postage 6¢ extra.

9 Y 04—27x27 inches. Our July-August Sale Price, per dozen..... **$1.79**
Post. 8¢ ext.

9 Y 05—30x30 inches. Per dozen.. **$2.19**
Po. 10¢.

BARGAINS IN Birdseye Diapers

GUM RUBBER SHEETS

Natural color All Gum Rubber Crib Sheets, absolutely indispensable to baby's crib. Acid and germ proof. Eyelets in corners so it may be fastened to crib. Send order to-day. Specially priced for this Sale.

	Size	Price	Post.
9 Y 165—	18x18....	29¢....	1¢
9 Y 166—	18x27....	45¢....	2¢
9 Y 167—	27x36....	75¢....	3¢
9 Y 168—	36x36....	89¢....	4¢

QUILTED MUSLIN PADS

Sanitary Pads for lap or crib, of good quality White Quilted Muslin. You will find you need a number of these.

9 Y 105—Size 17 x 18 inches. Special Sale Price..... **27¢**
Postage 2¢ extra.

9 Y 106—Size 18 x 34 inches. Special Sale Price..... **55¢**
Postage 3¢ extra.

9 Y 107—Size 27 x 40 inches. Special Sale Price..... **89¢**
Postage 5¢ extra.

OLIVE OIL CASTILE SOAP

9 Y 1203—Lane Bryant Pure Olive Oil Castile Soap. You save by buying 6 cakes at once. Our Special Sale Price..... **6 cakes for 55¢**
Postage 6¢ extra.

Talcum

9 Y 1201—"Bonnie Babe" Talcum Powder, prepared for Lane Bryant exclusively. Mildly borated with best stearate of zinc. Delicately scented.

Large sifter-top can. Price.. **13¢**
Post. 4¢ ext.

GUM RUBBER

9 Y 1217—Slip-on Diaper Drawers of All Gum Rubber. Elastic waistband and leg bands. White, flesh-pink, natural tan. Small, medium, large.... **23¢**
Postage 2¢ extra.

Blankets - Specially Priced

FLUFFY NAP

Priced Low

9 Y 143—Reduced to $1.79 for this Sale only. Blanket of fluffy nap Blanket Cloth, bound all around with soisette in matching color. A practical and extremely serviceable blanket, at a saving.

COLORS: White, pink or blue. SIZE: 36x50 inches. Our Special Sale Price, each... **$1.79**
Post. 4¢ ext.

BEACON BLANKET

Reduced!

Reduced for 60 days only. Pink or blue "Bunny Blanket" of soft Beacon Cloth with "bunnies" in white. Stitched edge.

9 Y 157—Size, 30x40 ins. Sale Price..... **69¢**
Postage 4¢ extra.

9 Y 158—Size, 36x50 ins. Sale Price.. **$1.19**
Po. 4¢ ext.

FLANNELETTE BLANKET

A Bargain

9 Y 146—Especially priced for our Summer Sale. Receiving Blanket of soft White Flannelette. Double-faced, fleecy and warm. Shell-stitching in pink, blue or white.

SIZE: 36x36 inches. July-August Sale Price, each..... **45¢**
Post. 2¢ extra.

16 Y 512—Three-strap Roman Sandal. White Kid or Black Patent Leather. Flexible turn-leather sole. No heel. Sizes: 1, 2, 3, 4 and 5, including half-sizes. Sale Price, **$1.19**
Po. 5¢ ex.

16 Y 516—Sandal of Tan Leather or Smoked Elk. One-buckle ankle strap. Flexible stitched-down leather sole.
SIZES: 2 to 5... **75¢**

16 Y 520—Same as 16Y516; slightly different cut-out, heavier sole, 2 straps and buckles.
SIZES: 5 to 8... **85¢**
Po. 5¢ each.

"BONNIE BABE" SAFETY PINS

Assorted Sizes

9 Y 1204—"Bonnie Babe" Safety Pins of the very best Nickel-plated quality. Each card contains one dozen pins in three different sizes; numbers 1, 2 and 3. Will not rust. Special Sale Price, **4 cards for 19¢**
Postage 3¢ ext.

Abdominal Bands

9 Y 706—Wool-Mixed Binder, shaped to fit. Cream-white. 6x24 ins. Special Sale Price..... **35¢**

9 Y 707—Same as No. 9Y706, in Silk-and-Wool. Sale Price.... **65¢**
Postage 1¢ extra on each.

9 Y 704—Bands of White Flannelette. Pinked edge. 6x25 inches. A bargain. Our Sale Price..... **3 bands for 21¢**
Postage 2¢ extra.

9 Y 705—Cream-white Wool-mixed Flannel Bands. Pinked edge. 6x25 ins. Our Sale Price..... **2 bands for 25¢**
Postage 2¢ extra.

Mosquito Netting

9 Y 164—During these hot months you need a thing like this. For baby's deadly summer enemy is the fly—or mosquito.

Cover his crib or carriage with this White Netting as protection against these disease carriers. Then you can leave baby on the porch with safety, and leave his window open wide at night. Elastic edge.

This is a most essential article for baby's protection, at this time. Our Special Price..... **98¢**
Postage 3¢ extra.

Mail Orders Filled From New York Only

Lane Bryant

5th Ave. at 38th St. New York, N. Y.

I send you this order with the understanding that if the goods sent me are not entirely satisfactory, I may return them and you will exchange them for other merchandise, or you will refund my money, whichever I prefer.

Be Sure to Include Necessary Postage

Make sure amount of your Check or Money Order includes all postage charges as is clearly stated in each description. If you send more money for postage than we actually use we will refund difference. On C.O.D. orders we require a deposit of at least one-fourth. Shipment of C.O.D.'s will be made by Parcel Post or Express, charges collect, including charges for returning money to us. **No Charge Accounts. All orders MUST be accompanied by a remittance.**

AMOUNT ENCLOSED

Remit either by Post Office or Express Money Order, Bank Draft or Check. *Be sure that your Money Order or Check includes all postage charges.*

It is not safe to send cash; but if you cannot remit in any other way enclose the money with your order in a strong envelope, seal it very securely —and *be sure to have it registered.*

Do not send postage stamps.

	Dols.	Cts.
Money Order		
Draft or Check		
Credit Bill		
Cash		

All Members of the Same Family Should Order Under One Name

Write name and address very plainly. Date..........................

Mr., Mrs. or Miss	First Name	Middle Initial	Last Name

(Married women will please use husband's name or initials)

House Number....... Street or Avenue...................... R. F. D. No.......... Box No..........

Town.................................... State..................................

(Write the name of your post office very plainly.) (Write name of State in full.)

DO NOT WRITE IN THIS SPACE

Is this your first order from us?...

If you have changed your address since your last order, write here your former address, including local...

PAGE NO.	STYLE NUMBER	Do Not Write Here	HOW MANY?	ARTICLE	COLOR 1st Choice	COLOR 2nd Choice	SIZE	Age for Infants' Articles	PRICE, EACH Dols.	PRICE, EACH Cts.	TOTAL Dols.	TOTAL Cts.	Postage Cts.
							When ordering Coats, Suits, Dresses, Skirts, Waists, Sweaters or Corsets be sure to state ALL measurements on reverse side of this sheet.						
Mail Orders Filled from New York Only							Total Amount						

IMPORTANT: Please state ALL measurements as directed on reverse of this sheet. You MUST do this in ordering Coats, Suits, Dresses, Skirts, Waists, Sweaters or Corsets. On other garments merely state SIZE. On Infants' and Children's Wear give AGE only, unless otherwise stated in description.

Y

ALSO Be sure to include postage and be sure you have given correct sizes and colors, and written your name and address very plainly.

Lane Bryant Apparel Specialist **Fifth Avenue** at 38th Street **New York, N. Y.**

Will You Do Us a Kindness?

Will you please fill in here the names of four women who may be interested in receiving a Lane Bryant Style Book. We will appreciate your courtesy and we will not mention your name in writing to them.

Name.....
Address.....State.....

Name.....
Address.....State.....

Name.....
Address.....State.....

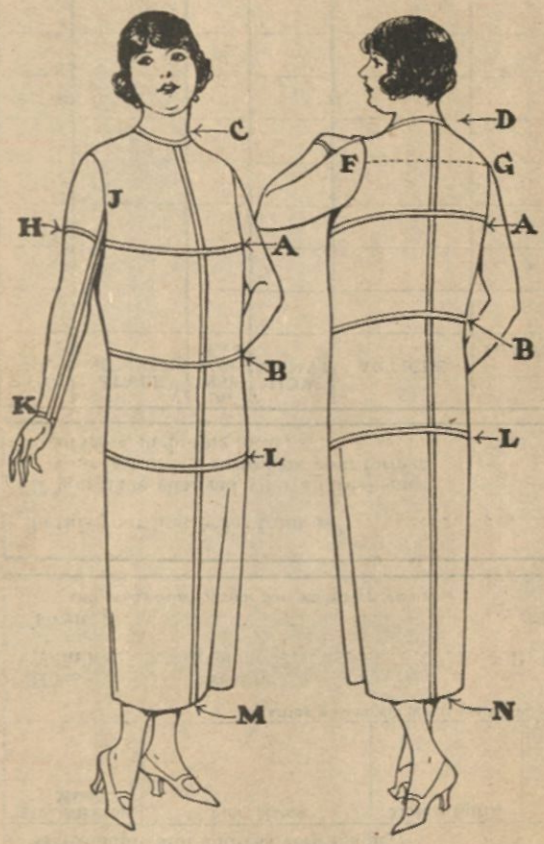
Name.....
Address.....State.....

Instructions for Taking Measurements

as Required on All Lane Bryant Garments

In order to give you a well-fitting garment, it is of the utmost importance that you fill in all of the measurements required below. Do NOT specify STOCK SIZES of some former garments you may have purchased elsewhere. Lane Bryant sizes are scientifically designed and are exclusive with Lane Bryant.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.



		INCHES
A	**BUST MEASURE**—Take measurement over shirt waist or over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust, well up under the arms. Do not allow tape to slip down in back; do not take this measurement too tight, and do not make any allowances.....	.....
B	**WAIST BAND**—In order to ascertain correct waist measure, tie a tape or string around smallest part of waist, and use this as basis of measurement.....	.....
C to B	**LENGTH OF WAIST,** at front from base of neck, C, to waist band, B.....	.....
D to B	**LENGTH OF WAIST,** at back from base of neck, D, to waist band, B.....	.....
F to G	**ACROSS BACK**—From armhole seam to armhole seam, six inches below base of neck.....	.....
H	**AROUND ARM** (around fleshiest part)....	.....
J to K	**INSIDE SLEEVE**—From bottom of armhole to length of sleeve desired.....	.....
L	**AROUND HIPS**—Take this measurement around largest part of hips. Not too tight. Make no allowances.....	.....
B to M	**SKIRT LENGTH FRONT** (for skirts, suits and petticoats) from waist, B, to desired length of skirt, M.....	.....
B to N	**SKIRT LENGTH BACK,** from waist, B, to desired length of skirt, N.....	.....
D to N	**FULL LENGTH BACK**—This measurement is required only when ordering dresses. From base of neck, D, to desired length of dress, N.....	.....

Give all ACTUAL measurements
Do NOT make any allowances

In ordering Shoes and Millinery be sure to read "How to Order Hats" on page 12 and also "How to Order Shoes" on page 19.

Your Height..... Ft.....Ins.....

Your Weight..... .....Lbs.

Long or Short Waisted .....

Scientific Measurement Table For Infants' and Small Children's Garments

Order by age (or by size if size is stated in description). If child is large or small for its age, use this table to determine proper age-size.

	At Birth	6 Mos.	1 Year	1½ Years	2 Years	3 Years	4 Years	5 Years	6 Years
Weight, lbs.	8	16	21	24	27	32	37	40	43
Height, ins.	20	24	28	30	32	35	38	41	43
Chest (nude)	13½	16	18	18½	19	20	21	22	23
Shirts, size	1	2 or 3	4	5	5 or 6	6	4 yrs.	5 yrs.	6 yrs.
Shoes, size	0 to 1	1 to 2	3 to 4	4 to 5	5 or 5½	6 or 7	7½ to 8½	9 to 9½	10 to 11
Hose, size	4	4½	5	5½	6	6½	7	7	7½
Bonnets, ins.	12	13	14	15	16	17	19	20	21

Bargains for You and One for Baby

SUMMER SALE SPECIALS

SIZES 36 TO 58 BUST

JULY - AUGUST SALE ENDS AUGUST 31ST

25 Y 32

$3.49

25 Y 32—Copy of a Paris Hat, with the graceful fan effect in back which adds height to your figure. The shape is the new poke brim with the short roll back. Covered with faille pattern Straw Cloth, with the fan in back of moire ribbon edged with wide horsehair braid. Three wheel effects of horsehair appear in front. Finished with effective flowers in color. We expect this hat to be overwhelmingly popular, because of its low price, its style and its superior value. For other hats see page 12. COLORS: Henna (as pictured), black, purple or pearl gray. SIZES: Small, medium, large or extra-large..... **$3.49**
Postage 12¢ extra.

IMPORTED IRISH LINEN AND ENGLISH VOILE

4 Y 101

$6.95

Sizes 36 to 58 Bust

4 Y 101—You will be glad you took advantage of this offer when the first hot days of summer come.

Dress of Imported Irish Linen and English Voile in matching colors. For $6.95! A startling value at this low price.

The entire upper section is of Voile. The skirt section, collar, cuffs, belt and front and back panels are of Linen. The long vestee is of tucked voile with a narrow center panel, button-trimmed. The back line is gorgeous, made so slenderizing by the two linen panels, as pictured.

COLORS: Lavender, white, Copenhagen blue, peach or green. SIZES: 36 to 58 bust measure. Entire length about 53 inches. Wide hem. Price..... **$6.95**
Postage 10¢ extra.

BLONDE OR BLACK SATIN

$4.59

Blonde is the new color in the satin pump. A shade between gold and light tan (as pictured).

This Stout-Arch Pump comes in blonde or black Satin, with an attractive cut-out across the instep of suede leather in harmonizing color. Steel arch support, extra-long counters, snug-fitting heel and a genuine Goodyear welt sole. SIZES: 4 to 11. Widths, A, B, C, D, E, EE, EEE. Read "How to Order" on page 19.

16 Y 17—Black Satin. Leather heel, rubber top-lift... Po. 12¢. **$4.59**

16 Y 54—Blonde Satin. Satin-covered wooden heel..... Po. 12¢. **$4.59**

ENGLISH BROADCLOTH
GUARANTEED FAST COLOR

4 Y 100

$5.95

Sizes 36 to 58 Bust

4 Y 100—For savings, style and serviceability, this Dress of English Broadcloth has no equal. In striped pattern, as are all the newest broadcloths for summer. Suitable for sports or street use.

The collar, the vestee and the cuffs are of solid color broadcloth, to match the background of the dress. The stripes are in contrasting color. The fabric is guaranteed *fast color;* will not shrink, will not fade.

Pearl buttons and a black silk ribbon tie are its trimmings. Two novelty pockets.

COLORS. Tan with blue or tan with brown stripes; white with green or white with lavender stripes. SIZES: 36 to 58 bust. Entire length about 53 inches. Wide hem. Sale Price..... **$5.95**
Postage 10¢ extra.

Lane Bryant, Thirty-Eighth Street at Fifth Avenue, NEW YORK